

FACTED Knitted Outerwear Times

the official publication of the
national knitted outerwear association
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sweaters • swim suits • infantswear • knit fabrics • polo shirts • gloves • headwear

ABSTRACTED

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Vol. 30

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AUG 14 1961

No. 33

NKOA Charters Flight To Show In Great Britain

Plans have been announced for the chartered flight sponsored by the National Knitted Outerwear Association for those members who wish to attend the International Knitting Machinery Show which will be held in Manchester, England, October 11-21.

On the basis of the number of members who have expressed interest, Sidney S. Korzenik, executive director and counsel of the Association, announced that plans are being made to charter a jet plane for the group to depart from International Airport, New York on Friday, October 6. The plane will proceed directly non-stop to Manchester, the site of the exhibition. On the return flight the plane will leave London airport on Sunday, October 22.

Although all travelers will, of course, leave and return together, they will make their own travel and hotel arrangements in Britain or on the Continent during the period of their stay abroad.

Below Commercial Rates

The cost of the round trip to participants will be considerably less than commercial rates and is expected to amount to approximately \$250, the exact sum being dependent upon the number of accommodations taken. The total cost will be pro-rated among the individual travelers in accordance with the rules of international travel regulating such flights. Under those rules, the only persons to whom such accommodations may be made available are individuals, or employees of firms that are

members or associate members of the National Knitted Outerwear Association, and persons who are members of their immediate families.

It was made known that interest in the flight has been expressed by over 150 persons in the industry. This total is greater than a jet plane can ordinarily accommodate. A deposit of \$100 for each reservation must now be made to hold space. Reservations will be respected in the order in which they are received.

Labor Relations

Banner, Royal Sign 2-Year Union Pact

Banner Yarn Dyeing Corp. and Royal Yarn Dyeing Corp., both of Brooklyn, have agreed to two-year contracts with the Textile Workers Union of America, AFL-CIO, providing for substantial increases in wages and fringe benefits.

High Price

Harold Korzenik, counsel to the Guild Dyers, who negotiated the agreements with the union, said, "The skein dyers in New York City have paid a high price to avoid interruption of the knitwear industry at the height of the season as would have inevitably occurred if agreement had not been reached before the deadline, midnight July 31. The contract will assure peace to the industry for a period of two years."

Four Philadelphia firms agreed to one-year contracts which provide for increases. They are Philadelphia Dye Works, Nicetown Dye Works, D. F. Waters & Sons, Inc., and Brehm & Stehle.

W. T. Hulton Dyeing Co., also of Philadelphia, was reported still negotiating.

Imports

Trade Groups Ask U. S. For Relief; Cite Threat To National Defense

WASHINGTON, D. C.—The National Knitted Outerwear Association has joined with ten other textile industry organizations in supporting a joint petition asking that the capacity of the textile and apparel industry be adjudged insufficient for the country's projected needs in a national emergency and that it has been declining under economic pressures resulting in large measure from the increase in imports. The petition is directed to the Office of Civil and Defense Mobilization and the joint views of the industry have been set forth in a 200-page brief filed on Monday, July 31.

The director of the OCDM is required, after completing his investigation, to determine the effect of imports on the domestic industry and the consequent impairment that may result to national security. The President may then take steps under Section 8 of the Trade Agreement Extension Act of 1958 to adjust imports to remove the threat to national security. Under the statute, the President may regulate such imports by category of product and country of origin.

The petition presented to the OCDM is broad and covers all branches of the textile, apparel and fiber-producing industries. This proceeding was initiated in June before the development of the Geneva Agreement on imports of textiles and apparel, as a safeguard against the disruption of domestic markets.

"It is felt, explained Sidney S. Korzenik, NKOA executive director and counsel, "that nothing either in the Geneva Agreement and nothing in the development since then need arrest the progress of the application for establishing the

importance of this industry group to national security in time of emergency, for projecting the nation's needs for these products at such a time, and for noting the impairment of the industry's capacity resulting from the rise in imports. Moreover, it is quite clear that the Geneva Agreement is not in derogation of any existing remedies, but is merely intended to set them within the framework of an international understanding. It is also to be noted that the director of OCDM is not himself authorized to restrain imports, but merely to make an investigation and a finding of an important nature—one of which all branches of the government concerned should take cognizance. We are asking that this finding be made."

The joint brief filed with OCDM included the following points:

- The range of probabilities for military and civilian consumption of textiles is from a low of 6,966 million pounds to a high of 7,715.2 million pounds. In 1960, the operations of the textile industry were geared to a mill consumption of 6,491.3 million pounds of cotton, wool, silk and man-made fibers, making it "evident that the industry's present level of operations is about eight percent below the minimum probable demand for textiles in a

(Continued on Page 58)

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Trade Groups Ask U. S. For Relief; Cite Threat To National Defense

SPECIAL ISSUE: Primary Market Swimwear Lines



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The Knitted Outerwear Times being the official publication of the National Knitted Outerwear Association, is exclusively devoted to the dissemination of information, the exchange of opinion, the stimulation of trade, and the general improvement of the knitted outerwear industry in accordance with the Association's basic objectives as expressed in the preamble of its by-laws.

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Primary Market Swimwear Lines

Variety Keynotes 1962 Offerings

By ILANA HIRSCH

WITH the increased attention that has been paid to style diversification of the knitted swim suit, its number has greatly increased among primary market lines. No longer is the knit suit confined to the simple maillot with camisole bodice although this has remained the favorite silhouette. Even the flare skirt — in tune with latest trends — has invaded the swimwear field. Other new ideas in knitted suits are draped, gathered and Shirred effects, heretofore used only in suits of woven construction.

Generally though, the knitted swim suit remains classic in silhouette the background against which beautiful and unusual prints and jacquards in eye-catching color combinations, surface interest solid color fabric and novelty details are set as the primary points of interest.

Prints have reached a new plateau of importance in swimwear. Knitted as well as woven numbers benefit from a highly creative selection of florals, batiks, abstracts, geometrics and stripes. Border prints utilizing floral motifs are quite numerous this year.

The color picture has many ramifications. Black is a perennial favorite, hot, vivid shades are prominent, mellow, pastel tones find favor, combinations of three colors are frequently employed and black and white prints are still first choices.

Silhouettes remain the same as last year. There is more stress on the low, low back, however, and the built up shoulder strap has achieved prominence on other than knitted suits. The boy leg, having found favor in 1961 will be even more popular this coming year in both tight and flared interpretations.

Cotton is holding its own in low torso skirted suits or sheaths and maillots with elastic backs, but Arnel sharkskin is a close contender for the skirted models.

Helanca, Orlon and cotton are favorite fibers for knits with Ban-Lon and spandex fibers playing a less significant role among the following resources.

Laminated swim suits are more in the picture than before but their acceptance is still a matter of conjecture. Laminated

to each side of the plastic foam is a different color jersey fabric, and although the suits are not reversible, they are quite attractive.

Thus far, sampling has been on a limited scale; consequently the picture is somewhat hazy. In time, more restricted and definite trends may emerge, but for the present, eclecticism prevails.

Andmore Sportswear Corp.

Prints, whether they are on knitted or woven suits are the predominant theme at Andmore. Florals and batiks are in the majority although stripes, geometrics and abstracts are also included. Horizontal panel prints utilizing floral motifs are frequent.

Colors are vivid, and top shades are yellow, tangerine, mint and hot pink, but black still remains as the number one best seller.

Newly important in this line are elasticized Vyrene one-piece suits; one in a batik print in shades of brown and green; the other a rose and green floral.

Most Lastex-content suits are in an angelskin weave. These sheaths, maillots and tom boys are prints or solids with contrast color inserts.

Accounting for a small segment of the line are woven non-elasticized cottons in shirred back sheaths and skirted models. Floral prints predominate here.

One unusual cotton in a batiste weave is patterned in vertical stripes of magenta, purple, chartreuse, aqua, tangerine, blue and green. Top and bottom are bordered in white.

Laminated swim suits are the newest story in Andmore's knit line. Maillots with camisole bodices are the single silhouette thus far for this type knit. Fine gauge jersey is laminated to either side of the plastic foam. Two color choices are offered: black with royal

and tangerine with lime. Despite the fact that the suits are not reversible, a total of four color possibilities are available and contrast trims to match the inside of the suits are used.

There are many two- and three-color Orlon knits. Treatments include criss-cross bodice effects, stripes that taper at the waist and bibs in contrast colors. Most popular color combinations are red, white and blue and gold with black or white.

Floral prints and stripes design stretch nylon knits. A high style suit in black stretch nylon is trimmed in white along neck and little sleeves.

Detailed many knits are pockets placed below the waist. Many are edged in contrasting colors to match trims on necklines, backs and sleeves.

Artex Mills, Inc.

Knits predominate in Artex's newest offerings that encompass sizes 8-14 and 10-16. Orlon and Helanca processed nylon are favored fibers for knits while cotton broadcloth and Arnel sharkskin are best fibers and constructions in the line of wovens.

Fine gauge Helancas are in bright solids edged in solid contrast color or pin stripe trims. Unusual Helancas include maillots with striped tops and solid trunks and a maillot with three bold stripes in front effecting a cummerbund. Colors here are unusual — red and yellow color the three stripes and purple forms trunks and midriff.

Embossing, applique and embroidered detail find their way into all segments of the line.

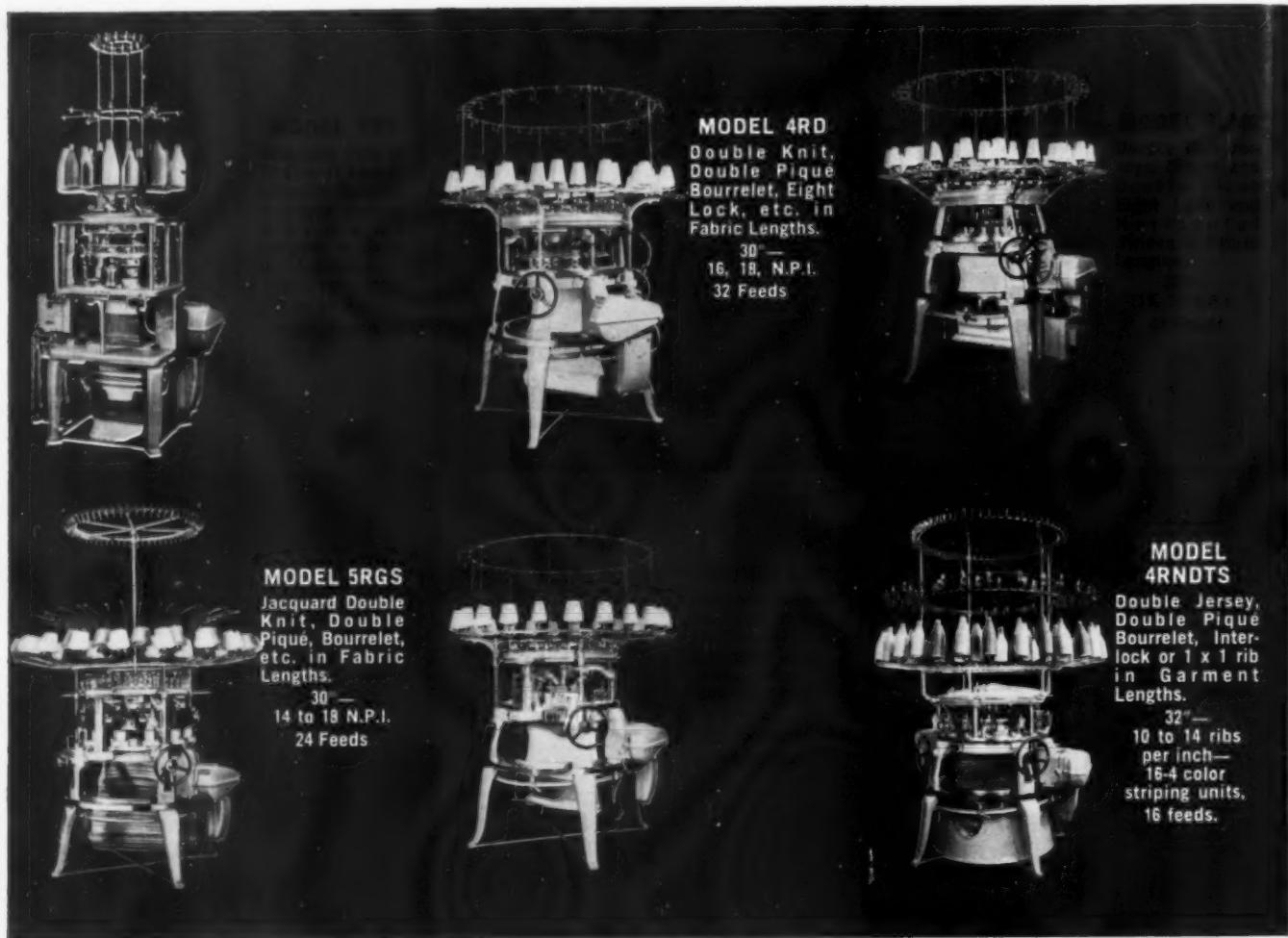
The most important colors in knits are red, magenta and lavender with aqua a close runner-up especially for children and teens. "Crazy colors" are represented on a matelasse Orlon maillot where trunks are red and bodice is half yellow and half white.

Fine gauge Orlon knits in one and two colors are sheaths and maillots with appliques, button trims and welt seam details.

Cotton suits with elastic backs are primarily low torso

(Continued on Page 5)

Knitting Machine Panorama



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skirted models. Box and knife pleats in several widths form the skirts. Favorite woven designs are checks and plaids over which is placed embroidery and applique. Stripes are popular and striped fabric in combination with plain is used often.

Sheer nylon printed with delicate flowers is used as bodice and bib details for suits in the 10-16 size range and in the 8-14 range, as an overskirt edging.

Arnel sharkskin skirted suits are made in solids and checks. One pretty suit of Arnel has a large rose with its stem and leaves embroidered on the midriff in magenta and green on white.

Dave Goldberg, Inc.

An extensive and diversified line of knitted and woven suits is offered by Dave Goldberg for the 1962 season. Size ranges are 2-3X, 3-6X, 8-14 girls, and teens and misses.

Knits of Helanca and cotton constitute the largest portion of the line with woven cotton and Lastex-content numbers in a smaller, but still significant, number. The fiber range is not limited to sizes although the majority of the children's segment is woven, non-elasticized cotton.

Basic colors in the line are red, royal and navy and this year orange, hot pink, lime and gold round out the highlighted shades.

Knitted suits are primarily maillots with plunging and conservative backs and novelty necklines. The classic tank suit is an important part of the collection in solids and jacquards. Many have a novelty detail.

Details on some Helanca maillots include small gathers on the bustline, a front waist tab from which gathers emanate, top and bottom and sharp diagonal lines on trunk front. Embroidered appliques are featured here and on knits of other fibers.

Highlights of the Orlon grouping include matelasse in solids and two-color jacquards, contrast stripes, and low torso lines. Many of the latter have solid trunks and fancy screen printed tops. Most jacquards are floral and geometric; stripes range in width from pin to bold.

Cotton knits are solid, striped

and jacquard. Various shirring treatments, one-shoulder suits, screen prints (flowers and butterflies and popular themes) and stripe in combination with solid areas are characteristic of the cottons.

Little skirts identify most of the woven cotton numbers. Pleats, tiers of ruffles and gathered skirts are some of the styles.

The most unusual skirt has vertical rows of spaghetti piping in patterned fabric matching the main body of the suit. Through these narrow bars a solid color peeks through.

Plaids are the best fabric design with checks, stripes and solids also offered. Many floral and abstract prints are used. Embroidery and applique decorate many of these numbers.

Lastex-content suits are sheaths and maillots with sailor motifs piping appliques and sewn of fabric stripes.

Gramercy Mills

Cotton knits are playing an increasingly important role in Gramercy's line of suits, but woven cottons continue in predominance and as basics of the line. This collection of popular priced swim suits is limited to girls' sizes up to 14.

Necklines are rounded with built up straps or squared off with narrow straps. Pleated skirts are in the majority but share the spotlight with tiers of ruffles and slightly blouson boy legs. Many tom boy legs have a cummerbund carrying forth the tailored, tuxedo look. Ruching and piping often trim skirted models.

Prints are numerous and include a diamond jacquard among other geometrics, florals, variegated border effects and small allovers. Woven fancies are checks, stripes and plaids. Clipped weaves are another novelty.

Asymmetric lines are a big feature this year. Bodices are sub-divided into patterned and plain. One-side interest in the form of a stripe or tab with buttons is frequently employed.

Cotton knits are sheath skirted and maillot styles and include jacquards, stripes, solids with stripe inserts — as a bib or neckline trim, for example.

Unusual is a red and hot pink jacquard in a boomerang design. Narrow, horizontal stripes above solid effect a long torso silhouette on a maillot. Orange and lemon color the stripes while back and solid part of the trunks are in orange. Another high style knit for girls is in a fancy dobby type construction in black and white. Asymmetric interest is created with a solid black vertical stripe on one side.

A classic tank suit is knitted of a two-way stretch fiber in a boucle type construction. It is a yellow raised stitch on a white ground.

Highlighted colors of the line are greens and melon. Rich bright shades of pink and blue are also prominent.

Our Darling Sportswear Co.

Helanca, Orlon and cotton are the basic fibers in the knit line of Our Darling Sportswear. These knits are classic and novelty silhouette solids, stripes, jacquards and prints. Two novelty treatments in solid Helanca include a side drape and bust gathers on one number and gathers above and below a waistline tab on another. Because of the fabric a very soft, smooth look results.

Unusual notes on suits of Helanca processed nylon are jewel trimmed shoulder straps and screen printed flowers outlined in small, multi-color sequins.

Insert panels of striped fabric contrast with solid areas. A center panel and built-up straps of a solid color Helanca is designed in mitred stripes; a classic tank suit has striped top and solid trunks.

Many knits are patterned in wide and narrow stripes in two and multi-colors. A striped effect is created in an Orlon and Helanca knit constructed in a horizontal ottoman ridge.

Lastex-content suits are in solids, solids with contrast color inserts, prints, stripes and jacquards.

Silhouettes are the boy leg, quarter and half panel sheaths and maillots. One of the most unusual has a V-front that extends to wide collar-like straps on printed angel skin.

An original solid has a dimensional floral applique in contrasting colors. Border prints are prominent.

Riviera Mills, Inc.

Equally important parts are played by both knitted and woven swim suits in the extensive collection of Riviera Mills. Among the knitted numbers, more stretch nylon suits appear than any other fiber although Orlon and cotton are represented.

Highlighted colors, all in the mellow or pastel shades, are lime tree, mimosa yellow, apricot, vanilla, beige, and a toned down hot pink. A delicate floral print on a cotton sateen fabric embodies each of these colors giving a concise picture of the color story.

There is also the hot pastel group exemplified by a magenta and gold sunflower print. Another color theme is the tri-color using combinations found on national flags. Black and white in printed patterns is also featured.

Prints are extensive. Geometrics and stripes predominate; the latter being tame with somewhat of a provincial tone. Florals are not as important as before.

A black and royal hounds-tooth check is only one of the many knitted jacquard designs.

Shirring is employed as a novelty treatment on stretch nylon suits. It is used vertically down the front, across the neckline and as side leg adjustable shirring to form the Continental leg.

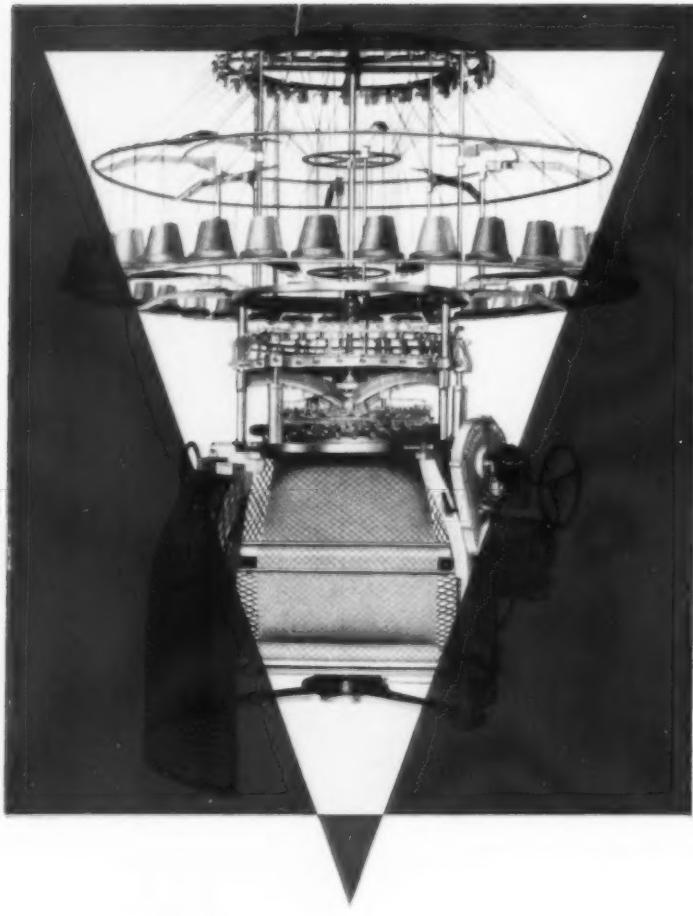
Also new in stretch nylon is the flare skirt. The suit fits snugly to the hip where it breaks into a gentle flare. Swiss cheese suits in stretch nylon have cutouts front and/or back. One is subdivided into orange and yellow and has three different sized cutouts down the front. A one-shoulder suit has a large cutout portion on the single strap.

Leather trims are on some of the knitted suits. A leather tab adjusts a placket to three exposures and an "alligator" belt matches an alligator print suit. Appliqued piping decorates many knits. There are checkerboard, fishnet and bow effects.

Woven cottons emphasize the younger, junior look. Tight and loose boy legs predominate although sheaths, handkerchief tie sarongs and skirted suits are offered.

(Continued on Page 9)

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Surface interest solids include shantung, linen and pique weaves. Prints are numerous and woven designs are highlighted by multi-color Scandinavian patterns.

Cording outlines many seams on cottons. Two-piece cottons are modified bikini with Shirred front and elastic back and a standard two-piece with camisole top and no elastic. Also in cotton is a culotte suit.

Most popular Lastex-content suits have plastron fronts, contrast panels and tab and button trims.

Sea Gems, Inc.

Eighty-five per cent of the new line at Sea Gems is composed of knitted swim suits. Cotton, Orlon and Helanca are knitted into plain and surface interest solids and jacquard boy legs, maillots and sheath skirts. Many of the Helancas are screen printed. Flowers and geometric designs are the best motifs for next season and undergo a variety of interpretations.

High shades will be featured among which orange, green and

raspberry appear often in this line.

Woven suits are primarily boy leg and pleated skirt cottons and Lastex-content suits with panel fronts and draped effects. Elasticized numbers include plain and surface texture solids and jacquards that utilize geometric, dot and check motifs. **Swimwear Associates, Inc.**

A complete range of woven and knitted suits in sizes 2-52 is offered by this company. For children to size 14, woven cottons with pleated skirts are basic although knits are growing stronger as they become more varied.

Knits of all sizes are of cotton and rubber, Orlon and rubber, Helanca, Ban-Lon and spandex fibers.

Printed knits are important and highlighted shades (also in wovens) are pink, orange, turquoise and lime, which is newly popular and selling very nicely. Basic knits for girls and misses are boy leg tank suits with blouson bodices and draw-string waists or contrast color belts.

Against a simple tank silhouette, beautiful prints, intricate jacquards and surface interest cloths are spotlighted.

The tom boy leg is featured in the woven elasticized and non-elasticized line and the built up shoulder is adopted from the knit collection.

Embroidery and applique details are frequently used on woven numbers. Intricately patterned weaves, plaids, and plaids with clip dots are fabric designs for these suits.

XL Mills, Inc.

Low back and built up shoulders characterize knits in XL's line of popular price suits. Maillots and skirted models predominate in Helanca, Orlon and cotton. Plain and surface interest solids, jacquards and prints are offered. Screen printed patterns include abstract and realistic florals and geometrics primarily. One unusual print is a red, white and blue zebra stripe. Florals are generally colored in soft garden pastels or high shades.

Two-tones also appear. Here

a bib or other insert is in contrasting color, and on one suit, each half of the front is in a different color.

Novelty Helancas include a maillot with tiny sleeves and another maillot decorated with a printed snowflake design which is accented with tiny, multi-color sequins.

Woven elasticized suits are in faille, sharkskin and satin weaves. The wovens are solid, print and surface interest weaves. Lastex-content suits woven to simulate knits have been very popular. These include textured, slubbed and boucle surfaces.

Best prints on wovens have been harlequin and paisley motifs although there are many others including florals, abstracts, stripes and overprints on stripes.

Boy leg and skirted models are offered in woven fabric suits. Many woven failles have built up shoulders and plunging backs as do the knits. Panel or bib inserts in contrasting color often come on the plain numbers.

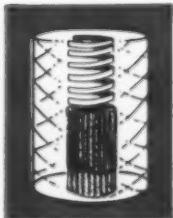


Two-piece swim suits continue to make their mark within the collections displaying variation in style. Past tends to be conservative although amount of coverage varies considerably. Shown left to right are Riviera Mills' horizontally striped cotton in soft shades of green, yellow, brown and pink; a pale blue knit with embroidery detail by Andmore and a floral printed cotton by Swimwear Associates. Novelty solid inserts on bra and trunks offset the print.



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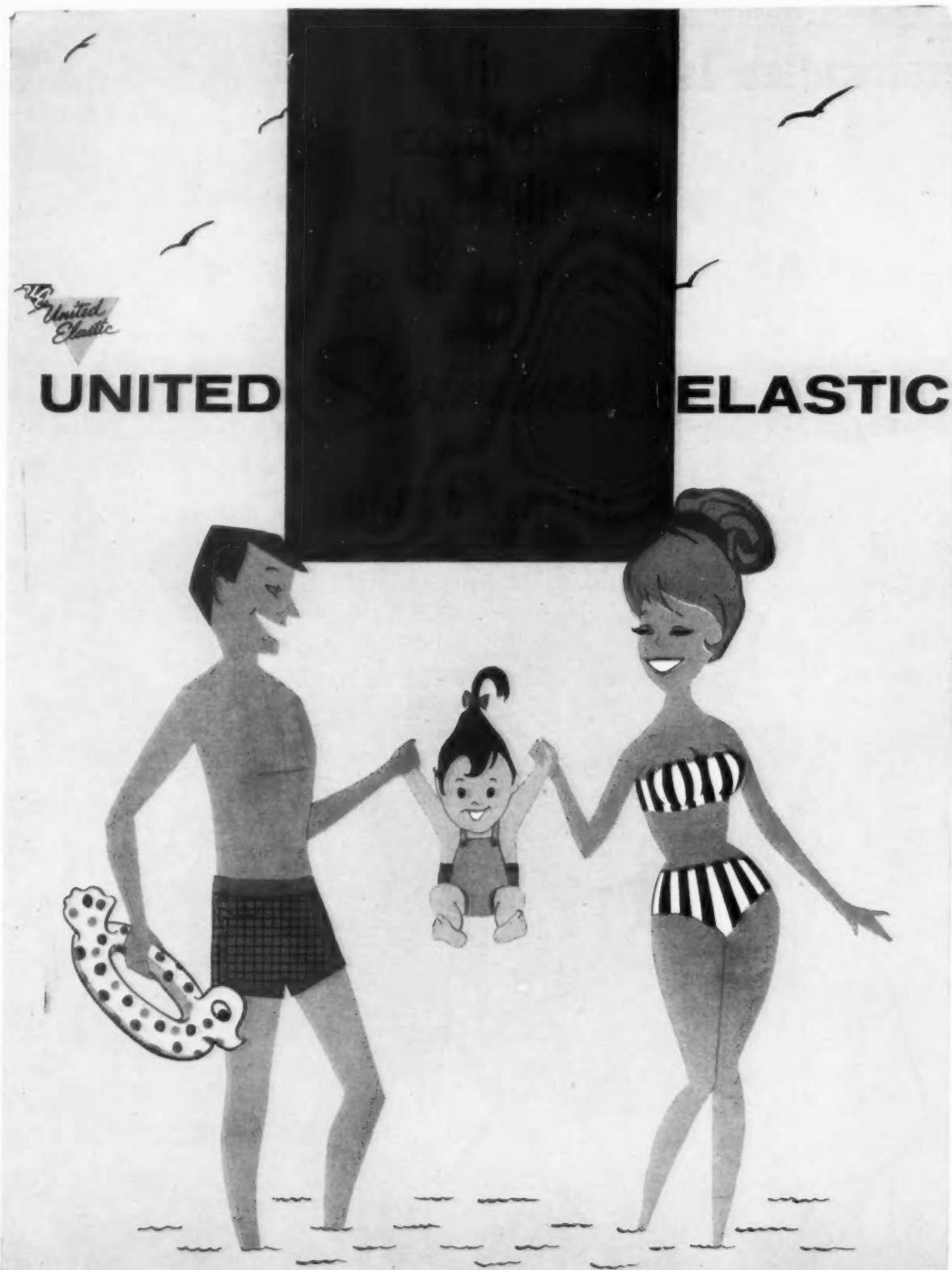
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Ladies' Primary Market Lines**Diversification Is A Result Of New Ways With Knits**

Screen printed designs touched with sparkle, applique, and embroidery place classic knits into the realm of the novel. Silhouettes of knitted suits have become more diverse as gathers, flares, blouson bodices and sleeves augment the classic tank top maillot which nevertheless has remained the predominant form.

1. Black screen printed snowflakes are edged in tiny multi-color sparkles on this magenta stretch nylon maillot from XL Mills. Scoop neck and plunging back are in stylish contrast to the tiny cap sleeves.
2. Soft gathers emanate from a flat, hexangular midriff panel. This unusual knit of Helanca nylon is from the collection of Our Darling Sportswear Co.
3. Tie detail on an elasticized waistline is in black and white stripes to contrast with black suit body. This blouson tank top maillot is by Swimwear Associates.
4. Newest of the silhouettes interpreted in the medium of stretch nylon is the flare. Riviera Mills' model is tight to the hips where it breaks into gentle fullness.
5. Black piping is shaped into a large applied bow on Riviera Mills' magenta sheath in stretch nylon.



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Ladies' Primary Market Lines**Bright Bevy Of Colors Offered In Season's Newest Knits**

Hot shades are juxtaposed or placed against black or white for even greater contrast in many of the latest knitted swim suits.

1. Hot pink daisies are scattered over a black background on this screen printed Helanca from Our Darling Sportswear Co. Five-button simulated placket reaches from V-neckline to below the waist.

2. Zebra stripes interpreted in shades of red, white, blue and purple design a V-neck maillot from XL Mills. On the five-gore front, the stripes run in all directions for added interest.

3. Three cutouts exemplify the Swiss cheese effects within the collection of Riviera Mills. Half of this maillot is in bright orange; the other half in an equally bright lemon.

4. Pin stripes in lavender and hot pink are placed side by side in a V-neck sheath from Andmore.



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Ladies' Primary Market Lines**Novelty Wovens Styled In Natural And Man-Made Fibers**

Cotton remains the favored fiber for low torso skirted suits but it has also been used for more high style numbers. Lastex-content suits highlight trims and novelty weaves. Spandex is a new favorite for the woven suit.

1. Nearly ten colors form the bold vertical stripes of a woven cotton tight boy leg suit by Andmore. Stark white offsets this blaze of color as a top and bottom edging.
2. A large floral print covers the surface of a Vyrene sheath by Andmore. The tucked front panel is a sophisticated detail.
3. Diagonal tucks detail the front of a nubby textured solid color sheath by Our Darling Sportswear Co.
4. Our Darling Sportswear Co.'s woven elasticized jacquard places falling leaves against a basketweave ground.
5. Classic checks are offset at the waist and along the leg cuffs by solid white in this Lastex-content suit by XL Mills.
6. Eight gores outlined with welt seaming creates an unusual front on a woven cotton sateen sheath by Riviera Mills. The delicate print is in shades of lime and beige.
7. This nautical elasticized sheath is in royal blue spiced with a red and white striped dickey. Lacing marks the bottom of the placket. Dave Goldberg.
8. Artex's low torso skirted cotton in gingham checks has a nylon bib printed with tiny flowers.





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Primary Swimwear Lines**Color Sparks New Lines Of Philadelphia Area Makers**

By ALLEN SOMMERS

PHILADELPHIA, Pa. — Manufacturers of men's and ladies' swimwear here look confidently to the season ahead as one that could very well emerge as a banner one for the industry. Other than innovations on certain lines, no drastic model changes are planned for next season. But emphasis treatments throughout this market.

Some mills will continue to supply what they believe is a big demand for the "neater look," while others point to interest on big, bold stripes and blocks comprised of five or six colors.

In ladies' swimwear, the neat look is expected to hold steady, despite the fact that some manufacturers see interest in floral abstract patterns.

Acetate nylon and cotton and rubber combinations will be featured in knitted stretch fabrics. Trunks of terry stretch fabric will be offered by one men's and boys' house.

Slanted pocket styling and an assortment of buckles will hold interest in men's and boys' swimwear for next season, ac-

cording to some mill executives.

Prices, for the most part, will remain unchanged, but some manufacturers report slight increases in certain lines. However, they quickly point out that these slight increases are not expected to affect the season's volume.

Reported purchases of new knitting equipment and sewing machines, coupled with plans to acquire additional plant space, adds to the overall optimism of mill owners in facing up to the new season.

Activity for the season ahead will be centered around big, bold stripes and blocks, made up of five or six colors, and described as giving an "abstract muted feeling," according to Nat J.

Neuman, president of Progressive Knitting Mills, makers of swimwear for men, boys and juveniles.

In fact, he said, color treatments will be listed as the most drastic changes for the new season and will completely overshadow any changes in the basic models. Progressive does 90 per cent of its own knitting for its swimwear lines.

However, explained Mr. Neuman, where model changes occur, they will emerge as attractive innovations to basic styles. Judging from orders already placed in the stretch knit line, the square leg, 13 inch model with fancy top and tab and buckle treatment will be important.

He also places importance on the Beach Boy style with fly front as well as the flat top, elastic back with vent sides. These will be available in bold and abstract prints in new ice cream colors along with batik prints

and space patterns.

In rigid fabrics, said Mr. Neuman, the square leg boxer will continue to dominate. Comprised of all cotton fabrics, this model will be given buckle treatments. He also sees the Norfolk boxer as a strong contender.

This source also predicts Roman stripes to be strong in square leg garments. Both lined and unlined models will see activity. Some will carry vents while others will be fashioned with knit inserts along with tabs and buckles. The abstract muted motif also will be prevalent in these models.

Mr. Neuman said his swimwear will reflect the new, fire colors, muted hot colors and ice cream colors, with orange, mint, yellow, blue and lime especially strong.

Progressive also carries Lassett content swimwear. False fly fronts and fancy webbing will be stressed in this line.

(Continued on Page 19)

Four colors form a Mondrian-type design across the front of this 60 per cent cotton, 40 per cent Helanca nylon trunk by Progressive. A novelty stitch effects a vertical self design in this acetate, cotton and rubber stretch knit square leg trunk by Progressive. Interlocking loops along a white panel create asymmetric interest on a boy's boxer by Merlyn Mills. Merlyn also offers a side zipper reversible trunk with supporter. On the model pictured, one side is solid, the other is check.



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"We look to next season as the biggest year in our history," said Mr. Neuman. In anticipation of this stepped-up demand, Progressive has purchased new knitting equipment, new sewing machines and expects to acquire additional operating space within the next few months.

"The name of our company just about describes the colors that will predominate swimwear lines for next season," said Philip Wexler, of Gay Sports-wear, makers of swimwear for men and women.

Gay will continue to emphasize the neater look in its men's and boys' line of woven fabrics along with an array of new colors. Although the basic colors are in demand, according to early orders, Mr. Wexler said: "We foresee a mounting interest in new color offerings as the season progresses."

He looks to demand in re-orders for grape, orange, and sea mist olive colors but at the same time, he said, black, tan, and combinations of brown and blue will continue to hold up throughout the new season.

Mr. Wexler said the interest

in better fabrics shown this year will carry into next season. A non-brief zipper fly and the California fly models will be particularly important. Woven combed cotton plaids also will show up strong during the season ahead.

The neat look also will be emphasized in ladies' swimwear, according to Mr. Wexler. Early bookings, he said, indicate some interest in floral patterns and floral abstracts in the woven Lastex line.

Activity is seen on a white background number with red, gold, lime and rose florals, and on an abstract blending of grape, rose, lime and dark pink on a white background.

Jacquard designs will highlight the knitted fabric line during the season just ahead, said Mr. Wexler.

"We expect to break all records next year," said Arthur I. Lichtenstein, of Philtex Manufacturing Co., makers of men's and boys' swimwear. He bases this on exceptionally early confident buying.

Buyers have shown greater interest this year than the season just ended by calling for a

greater diversification of styles and colors, he said. "They clamored for immediate samples and shipments of stock as quickly as possible," Mr. Lichtenstein noted.

"Our branded people already have been serviced," he explained. "They clamored for immediate samples and shipments of stock as quickly as possible," he explained, "and each is looking forward to a big year ahead."

He noted that the square-cut tanker model and the Nassau Hi-Thigh length knitted swim trunk will see the most activity next season. But he also sees demand for the short-leg tight-fitting Nassau.

Nassau models are made in the one size to cover all ranges. The entire line of knitted swimwear at Philtex is covered by U. S. Patent No. 2,854,669.

Quick response to the new line for next season, he said, stems from the great selection of unusual stripes and plaids being offered as well as jacquard designs.

Another factor which has invited early attention from branded buyers, has been the introduction of a new line of colors. These include tiger, tur-

quoise, lemon yellow and apple green. Also strong for next season, he said, will be olive green, gold, black, white, red and royal blue.

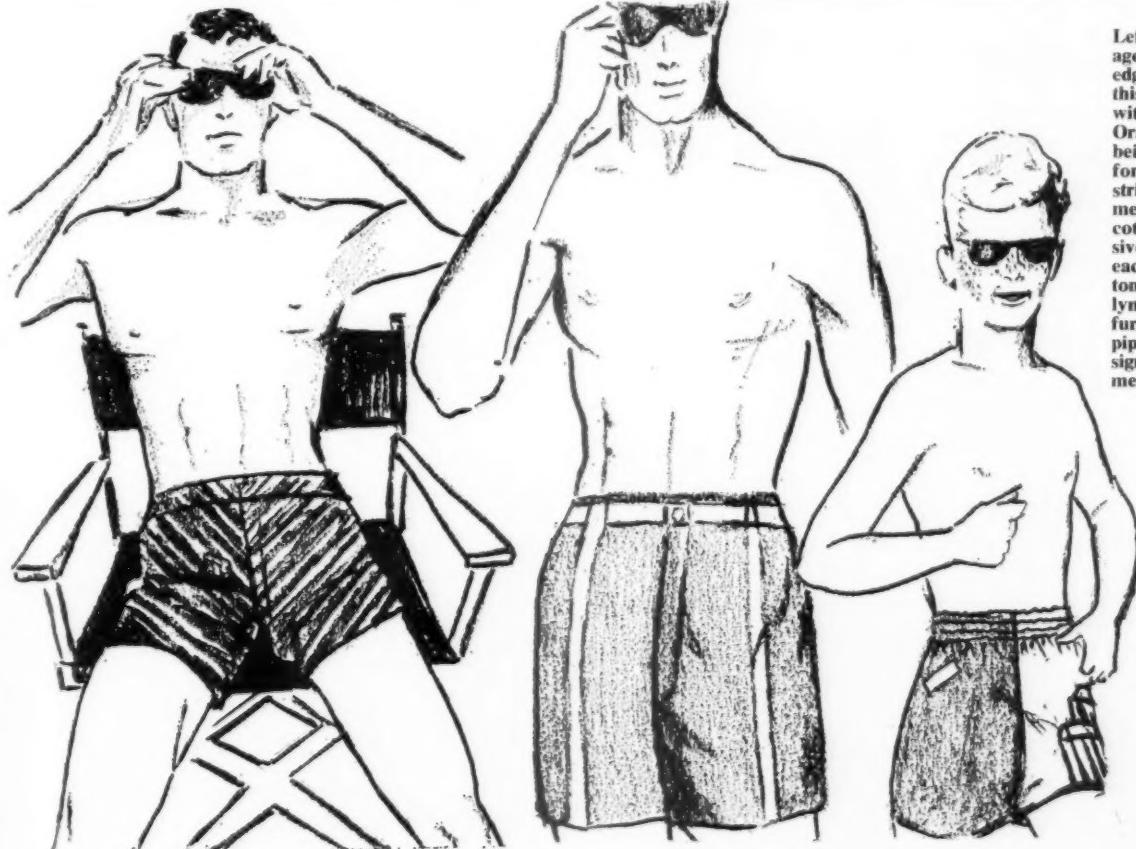
Popular in the firm's cut-and-sewn swimwear are the boxer and reversible style in a one-size garment in men's, boys' and juniors' size ranges. This development is covered by U. S. Patent No. 2,983,924.

Mr. Lichtenstein explained that this item is excellent for the economy-minded retail buyer as it eliminates the inconvenience of consumer selection of the proper size garment.

Alvin S. Cohen, president of Alvin Knitting Mills, makers of knitted trunks for boys and juveniles, said that high-styled jacquard designs will highlight next year's line.

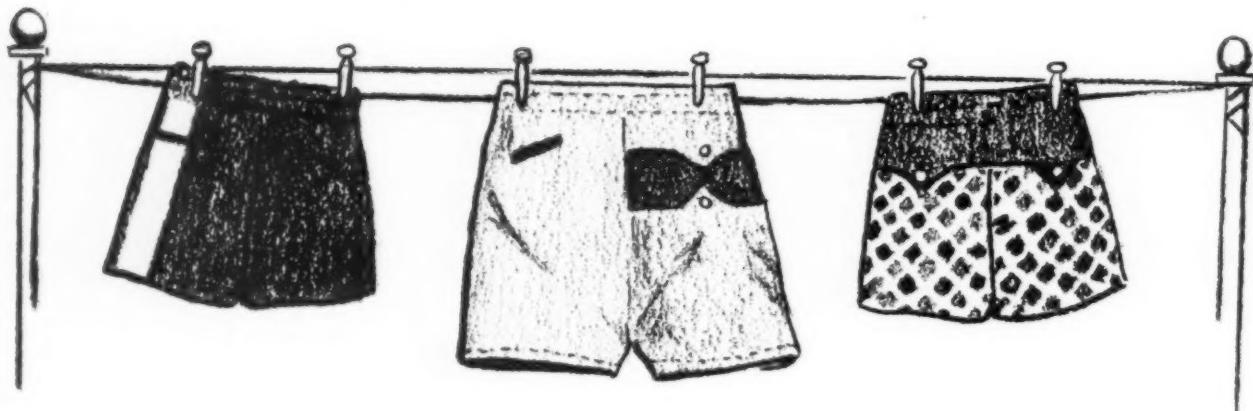
This includes, he observed, both overall patterning as well as a single pattern which will be placed somewhere on the suit. He looks for some interest to be shown on a single rocket pattern as well as other dramatic single pattern numbers.

(Continued on Page 21)



Left to right: Mitred, diagonal stripes with wavy edges design the front of this zipper fly front trunk with vented edges. Orange, lime, brown, beige, white and yellow form these unusual stripes of varying dimensions on this woven cotton suit by Progressive. White stripes bisect each side of a men's cotton zip fly boxer by Merlyn. A white belt adds further interest. Black piping in a geometric design is part of the asymmetric look in Merlyn's line.

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A trend towards multi-colored stripes is seen for the season ahead by this manufacturer. Some suits will come in as many as four or five colors, he said.

As to style features for the season just ahead, Mr. Cohen expects the conventional pocket to continue as strongly as it has this year. However, he said, an assortment of buckles will be in demand as well as models with slanted pocket styling.

Foam-Back Swim Suit Is Merlyn's Magic

Knits, boxers, zipper models and cabana sets are segments of the new swim suit line of Merlyn Mills, division of Kam Manufacturing Co. Jackets of the cabana set are in terry cloth with trims matching the fabric of the trunks.

Helanca nylon laminated to urethane foam is the highlighted fabric of the knitted line. Each side is in a different color and both Jamaica and the square leg tanker models are offered. Other knits are cotton and rubber and acetate and rubber and come in the same styles.

Biggest story in the line of wovens is a completely reversible suit with built-in supporter. It comes both in side zipper and boxer models and one side is in solid; the other is in patterned fabric.

Mainstay of the woven line is cotton, although nylon and a Dacron and cotton blend is also utilized.

Novelty solids have contrast waist, panel or vent details, piping, trims and asymmetric interest. This is brought about with one-side panels in a contrasting color, division into two colors in a three to one ratio or dimensional interest to one side.

Buttons, tabs, piping, interlocking loops and metal rings with loops are just a few of the devices employed for three-dimensional interest. One colorful model whose main color is blue has a narrow white panel on one side and red interlocking loops running down the front.

A wide array of printed fabrics has been used for the major portion of the line of woven fabric trunks. Themes include Hawaiian Island motifs, ab-

stracts, boats, skylines, masculine florals, stripes, with and without overprints, fruit, blocks, swirls and fleur-de-lys. Both hot and conservative colors receive attention.

Knitted Maillots Remain Important

SAN FRANCISCO, Calif.—Swimwear fashions for the 1962 season will spotlight knit maillots with accelerating interest in two-piece styles, according to the opinions of several local representatives of leading swim suit firms. Everyone agreed that low backs will continue to be favored, as will the basic skirted sheath.

Jack Bronson of Catalina, Inc., indicated that knits are very popular, and he anticipated even more accent on them in the coming year. In girls' wear through teens the tank type suit with a maillot front will be more important.

Mr. Bronson reported the firm did a terrific business in Helanca knits, and he was sure it would increase next season. Deep backs and two-piece suits

were important. Business, after a slow start, was better this year than last for local Catalina representatives, and Mr. Bronson anticipates excellent sales for next year.

From Jantzen, Inc., Meryle Allen, who handles publicity and fashion in Northern Calif., echoed the thought that knit maillots should be very much in demand in 1962. Boy legs and sheaths will also be important, but she felt maillots will be favored. She reported that Jantzen has just brought out its early cruise line with swimwear offerings that will carry over into the fall, at which time the expanded collection is released.

A new French bra cup construction which, according to Miss Allen, is far superior to anything the firm has presented before is expected to provide added sales appeal. All bras have definite separation with no squared lines.

Jantzen officials are enthusiastic about a new power net in woven Lastex which they believe is better than many of the new synthetics. Giant splashy prints are all on white.



Left: Ruching outlines the V-midriff printed in a multi-color abstract that is repeated on the panties of this cotton suit from Gramercy's line. Vertical bars of spaghetti piping made of fabric matching the suit body, are spaced so that a band of solid color peeks through on this Dave Goldberg cotton suit.



Right: A flower is appliqued on a woven plaid, low torso suit with full skirt from Artex's collection. A Scandinavian-type diamond design is screen printed onto this cotton low waisted suit with full, pleated skirt and built up straps from the Gramercy line.



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Girls' Primary Market Lines**Young Girls Will Have Choice of Sophisticated Styles**

Girls have an extensive range of stylish, grown-up suits from which to make their selections for 1962. All fibers, silhouettes and colors are in the offing.

1. Smartly tailored is this cotton boy leg by Gramercy. Houndstooth checks design the trunks, wide cummerbund and narrow straps that extend to even narrower piping on the crisp, white front.

2. This Helanca maillot with built up straps for girls is from the Dave Goldberg line. Narrow, multi-color stripes are the design and a gather detail marks the midriff.

3. Gramercy's knitted cotton maillot has long torso in narrow, mited orange and lemon stripes. Trunks and back are orange.

4. A screen printed Argyle plaid in red, white, royal and navy designs the low-waisted top of a cotton knit. Trunks on this Dave Goldberg suit are in royal blue.

5. A cotton knit for girls simulates sophisticated styling with its built up straps and maillot trunks. By Swimwear Associates, it is patterned in coral and old gold mited stripes.

6. Purple, red and yellow color a stretch nylon knit by Artex. Cummerbund waist has three stripes.



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Swimwear**Long-Legged Swim Suit Takes Novelty Honors In Vienna**

Tiny bows further spice the large, oval cutouts that draw eyes immediately to the back of this suit made of Helanca processed nylon. It has a high halter front which stands in great contrast to the surprise back.



Bold vertical stripes of marine and white further elongate this novelty long-legged number made of a Lastex-content fabric. The asymmetric belt is another unusual touch.

VIENNA, Austria—The swim suit that just grew and grew is perhaps the most unusual number to emerge from the Vienna collections. Dramatizing the covered up look to its utmost, this number by Kajak has clinging knee length pants and classic scoop neck top. Bold, vertical stripes further tend to elongate this suit which has at its waist, a wide asymmetric belt.

Bold floral designs and abstract compositions in the darker shades of the palette dominate the Vienna swimwear collections this season where the classic one-piece suit is favored. Striped and solid suits are also to be seen but not in as great a number.

Dark colors predominate and are used especially for contrast with white, ivory or pink. Favorite colors here are royal, cardinal, marine, moss, emerald, cubana, ruby, black and white. Brown has also been assigned a prominent role.

Front and back contrast is also apparent. For instance, necklines are often quite high in front, but backs dip to new depths.

The ensembled look is an important theme here with suit-and-skirt sets coming in for attention. Jackets and beach shirts for ensembling suits are also quite prominent. Styles are virtually limitless; sleeves range in length from wrist to sleeveless; lengths vary and both belted and loose styles are popular.

Bikinis have now been pushed to the utmost in skimpiness. One made with embroidered eyelet lace over a colorful lining is especially significant.

Wool, wool and Lastex and Helanca have worked into a variety of models ranging from simple suits to jacquard knits. Other important materials are satin-Lastex and Helanca satin. Cotton appears primarily in less expensive suits.

The "evening gown" among swim suits is the Lurex costume which comes in various metallic nuances.

There is not much difference between Benger's swim suit collection and a collection of abstract paintings. Geometric forms design a yellow, green, blue and black Helanca suit with square-cut decollete and U-shaped back.

A Spartan-sportive look marks a unicolored Helanca suit with a very low curved neckline and three buttons down the front in boy leg and skirted models.

Kajak's floral print on a classic-swim suit of elasticized faille is gaily colored. Subtle draping of the front panel gives desired comfort of wear. For a black bikini whose short shorts and upper half of bra are richly Shirred, Kajak chose as a trimming, a braid of tiny, white appliqued blossoms.



A simple line of black against white on straps, bodice and belt is enough to change this classic square neck into something out of the ordinary.



Eyelet embroidery straps run around neckline and backline and make a suitable topping for this dressy Lastex-content sheath with heavily Shirred skirt.

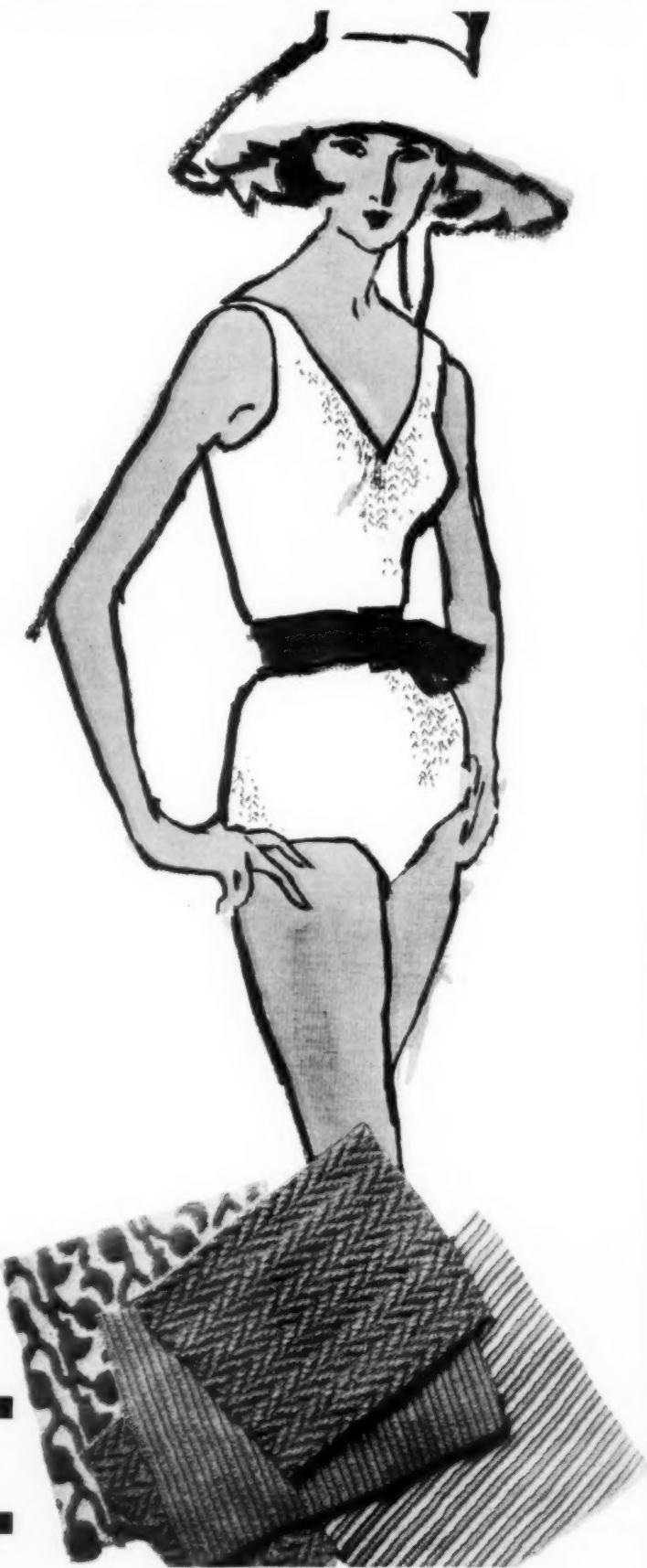
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Swimwear

Revere Sportswear Preparing 1962 Men's Trunk Line

By EDWIN K. LANGILLE

WAKEFIELD, Mass.—Greater emphasis on brief swim trunks, an expansion in coordinating beach wear and extensive promotion of a set of clan plaids will shape the outline of Revere Sportswear's thinking in its line of men's swimwear for 1962. Ezra Green, treasurer of the firm, who is also in charge of swim trunk production, said that the past season had been very good in this department, but some strengths and weaknesses developed that will determine the selections for next season.

Knits proved very strong, while a regimental collection, chosen for special promotion, did not quite come up to expectations.

On the other hand, the square cut, tight leg briefs in solid col-

ors proved surprisingly popular, and the 1962 line will extend the offerings in this type and will include as many variations from semi-boxers to very briefs as conventional boxers, the largest single category during the past season.

Revere plans to use new shades of high colors in the pastel family such as strong heliotropes and pinks. An espe-

cially good reception is anticipated for a new tone of orange, termed tiger, which will be used as a theme color in Revere's new designs.

A group will be built around bold vertical stripes and there will be some jacquard and paisley selections, but the tropical influence will not be represented and the company is striving for more American ideas. Lots of half-belt arrangements are planned and the whole line of boxers and briefs will have more emblem appliques and two- and three-color leg trims than were used last season. Knee length trunks, a fad for a season or

two, have been entirely eliminated for 1962.

The clan plaids, marked for special promotion, will include the new high colors and appear in seersucker and poplins. Ninety per cent of the line is to be made up in cotton, but Helanca is to be used prominently for the stretch briefs. So far, no use is contemplated for Dacron or wool for 1962. Coordinating jackets and pullovers of terry-cloth and fleece will have an important role in next season's promotional plans, and when completed these garments will offer a number of novel trims and designs.

Swimwear

Jantzen Executives See Big Interest In Knitted Suits

PORLTAND, Ore.—In an analysis of the 1961 trends, executives of the various divisions of Jantzen, Inc., commented for Knitted Outerwear Times on a number of aspects of the swimwear season just ending.

Surveying results of the women's swimwear season, Mayer Monroe, vice-president and director of designing and merchandising, commented that "there's no doubt about it—the big fashion interest and emphasis was on knits." However, Monroe added that in his personal belief, woven elasticized styles were underbought—"this was evidenced by the substantial re-orders we received on woven Lastex merchandise."

The maillot silhouette continued to grow in importance in 1961, especially in knits, and has now become widely accepted for the young sophisticate. Sheaths and boy leg styles with low backs continue to account for a large percentage of the swimwear volume.

"This swimwear season, as everyone knows, has been somewhat disappointing from a reorder standpoint, primarily because of poor weather," Mr. Monroe said, but added that in areas where there was real summer weather, reorders had been excellent.

"Dumping of merchandise in June by some manufacturers certainly didn't help the current swimwear season—it merely

shortened the retailer's selling time and made his operation less profitable."

Men's swimwear, like women's, Mr. Monroe pointed out, got off to a slow start because of poor weather conditions; but when warm weather did come, business picked up immediately. "At the moment (in July) there seems to be a shortage of men's quality swimwear merchandise, and even good promotional items seem to be in short supply."

In the men's line, Monroe and Herbert Zell, Jantzen's director of merchandising for the men's division, discussed style tendencies as evidenced in the 1961 season.

Form-fitting swim trunks took another jump in popularity, particularly in the longer Hawaiian length. All types of stretch fabrics were important during the past season—including elasticized, knits, woven and Helanca types.

In cut-and-sewn swim shorts, Jantzen sees increased interest in "a slightly shorter plain tapered look, and also in a slightly longer tapered look." Or, to re-

duce this to formula, the implication is that short shorts are becoming slightly shorter, with the longer length becoming slightly longer.

Fabrics of Dacron and cotton will be more important than ever next season.

Based on the experience of the current season, Jantzen expects men's buyers to place a greater part of their total requirements in initial orders than they have done during the past two years.

The year produced good gains in sales volume in boys' swimwear.

Bob Lunt, manager of boys' sportswear, said that an important development in the 1961 boys' swim line was the stretch trunk, in medium stripes and in diamond checks. This trend is expected to continue.

However, the greatest volume this year was done in the Hawaiian-length elastic woven trunk—whereas in 1960 it was the short, square-cut leg that sold better.

Good overall sales gains were chalked up in the girls' and pre-teens' lines, and these increases were largely accounted for in the knitted categories.

Bill Parker, manager of the girls' division, anticipates that

the knit trend will continue into 1962.

Looking toward next year in the light of this year's experience, Mayer Monroe noted that the tendency in the trade is to believe that, following an unsatisfactory season, retailers are reluctant to prepare for a good season the following year. "Psychologically this is probably true," he said.

"But our experience over the years has been that if the new swimwear lines are attractive, fresh-looking, new and salable, buyers will be as enthusiastic and optimistic as ever and will work with their resources to develop a better and more profitable operation for the next year.

"Let's not forget that some of the hottest and best vacation and swimming weather comes during July and August, and the retailers' shelves will be pretty well cleaned by the end of summer. We are optimistic as we look toward the 1962 summerwear season."

* * *

PORLTAND, Ore. — The Northwest region stood high in the total swimwear sales picture this season for Jantzen, according to Bob Miller, the Northwest regional sales manager for all lines.

(Continued on Page 29)



a new viewpoint on **SILK** knits

The easiest answer on earth to travel in the jet age—not only the established successes; Silk knit separates and dresses of carefree elegance, but novelties too are taking the cue from silk: silk knit ski underwear, men's polo shirts, silk knit neckties, swimsuits and beach apparel, all with an important new look in Silk . . . and important profit opportunities.

International Silk Association (U.S.A.)

Business in Portland was not as good as in Seattle and Salt Lake City, however. The highly competitive retail situation in this Oregon city, complicated by the addition of large new shopping districts in the past year, may possibly have tended to induce a greater conservatism in retail buying here. At least, this has been cited by some as a reason for differences between Portland and Seattle, normally quite similar in their business climate.

Good Regions

Men's swimwear, however, proved outstandingly good for Jantzen in Portland and, in fact, throughout the region—which includes the twelve western states and extends east to Kansas City.

Preferences in women's swimwear seem to be toward lighter weights and new fabrics, with particular interest in the new lightweight synthetics such as Lycra. Offerings will undoubtedly be much greater in these next year.

The lower backs were also a much-wanted feature, Mr. Miller reports.

Printed suits were good, and

the outstanding reorder favorite in the Jantzen collection was a printed satin elasticized sheath, "Rosy Glow"—a realistically depicted rose print in large, spaced patterns in elasticized acetate and cotton.

In men's swimwear for this region, form-fit types have been especially strong this season, Miller said. Longer legs—in the Hawaiian length—proved popular with the youthful crowd.

Two-Piece Suits Predicted For '62

BOSTON, Mass. — Myron Benson, Catalina's New England representative, said that the surprising popularity of two-piece swimsuits that developed on the West Coast this season, causing stocks here to be recalled to meet the demand, would almost certainly lead to increased production of this type suit in 1962. Boy leg styles were particularly favored.

Over A Hundred Styles

The new Catalina swimwear line will include about 120 styles and will feature bright pastel

colors such as lime, orange, ice blue and apricot. Greatest concentration will be in the middle price range from \$12.95 to \$17.95 retail, very active during the past season.

Mr. Benson said that although inclement weather curtailed the past swimwear season somewhat some fashions and fabrics showed remarkable strength and will serve as guide posts in planning for 1962. Antron and cotton sales, he said, were tremendous. Call for knits was excellent but not overwhelming. Lastex did better than was anticipated and cotton knit on spring needle machines, a staple with this firm, continued in steady demand.

Knit Maillots Good

The New England reception for knit maillots was very good. The Catalina version is somewhat conservative and features a square cut, boy leg suit. Demand for this type of swimwear is increasing here, Mr. Benson said.

Solids appear to be the outstanding favorite but in the fabric patterns florals will be re-

peated next season and plaids will have a prominent place. Paisleys are strong in cottons but Mr. Benson said that it was likely the new line would steer away from stripes.

It is also expected that the selection of beachwear coordinates would be expanded and would contain more variety in jackets and skirts. This firm always carries an extensive line of mix and match terries.

Lycra Good Seller

Mr. Benson also said that the firm's Lycra suit were the top seller here. It is believed that Catalina was the only firm to use Lycra for swimwear last year and will be next season. This elastomer yarn, made from polyurethane, is very strong and flexible and is an excellent foundation material. Mr. Benson said it was his opinion that this fiber knit into sheer suits finer than Helanca and took color better.

As usual, the new line will exclude frilly trims and ruffles and will be distinguished by clear cut lines but will contain the customary complement of new draped and Shirred styles.

EVER MORE AND MORE

More sweaters are sold by more stores in spring and summer than ever before.

More men wear sweaters in spring and summer than in fall and winter.

Sweaters are the most comfortable and suitable garments for active and spectator sports, for boating, for travel and for just plain loafing in cool spring days and cooler summer evenings.

This enormous spring and summer sweater market is being promoted by aggressive and enthusiastic selling of appropriate models in brilliant colors and correct textures.

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Sportswear**Catalina Collection
Shown In Boston**

BOSTON, Mass. — Holiday and early spring selections displayed in Catalina's showrooms here for the first time during the last week of July, include a wide range of double pique knit pants, skirts and one-piece dresses in solid shades and multi-color prints, in wool.

Wool is also used for pull-overs and cardigans decorated with all-over jacquard patterns in three and four colors. Designs are an extension of the Persian, Arabian and native India motifs introduced in the fall line. A vanilla beige has been worked into jacquard for the first time and it is understood to be something of an engineering achievement.

Other firsts for Catalina in the line are knife pleat wool knit skirts and a short kimona sleeve on a waist length cardigan. Bright new pastel colors are featured in ice tones of orange, pink, blue, apricot, lime and beige. The collection also in-

cludes new Orlon Sayelle styles made up in wide stripe patterns and solids.

Promotional efforts stress the light weight of these mix and match garments as especially adaptable to air travel. Myron Benson, Catalina's New England representative, said that based on his experience with the firm's fall line which sold out in five weeks and closed bookings here by mid-May, the new line will probably last about two weeks. Buyers were in attendance at the showrooms and business was brisk all during the first week.

Double pique, sheath, loose self belt dresses were fashioned in sleeveless and short sleeve styles and the bateau and scoop necklines. These were offered in solid shades of the new colors and in floral prints worked in white and yellow on over-all tones of pink and blue.

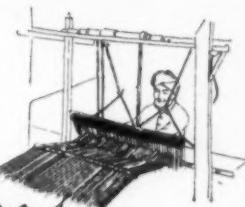
Sweater styles tended to cardigans of waist length with straight boxy lines and frequently the round neck and border was unbroken by piping or contrasting trims. However, borders were turned under about

(Continued on Page 33)

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SWIMWEAR
Men's, Boys' & Juveniles**

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the NEW LOOK in
ABSTRACT and HOT COLORS!**

**Authentic Exotic
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Invites you to see the Exotic BATIK screen print line . . . Imported from the Orient —especially designed for Swimwear.

Our salesmen will gladly show you the exotic authentic BATIK print that will create the greatest demands for your 1962 Swimwear line . . . Call, write or wire for an appointment.

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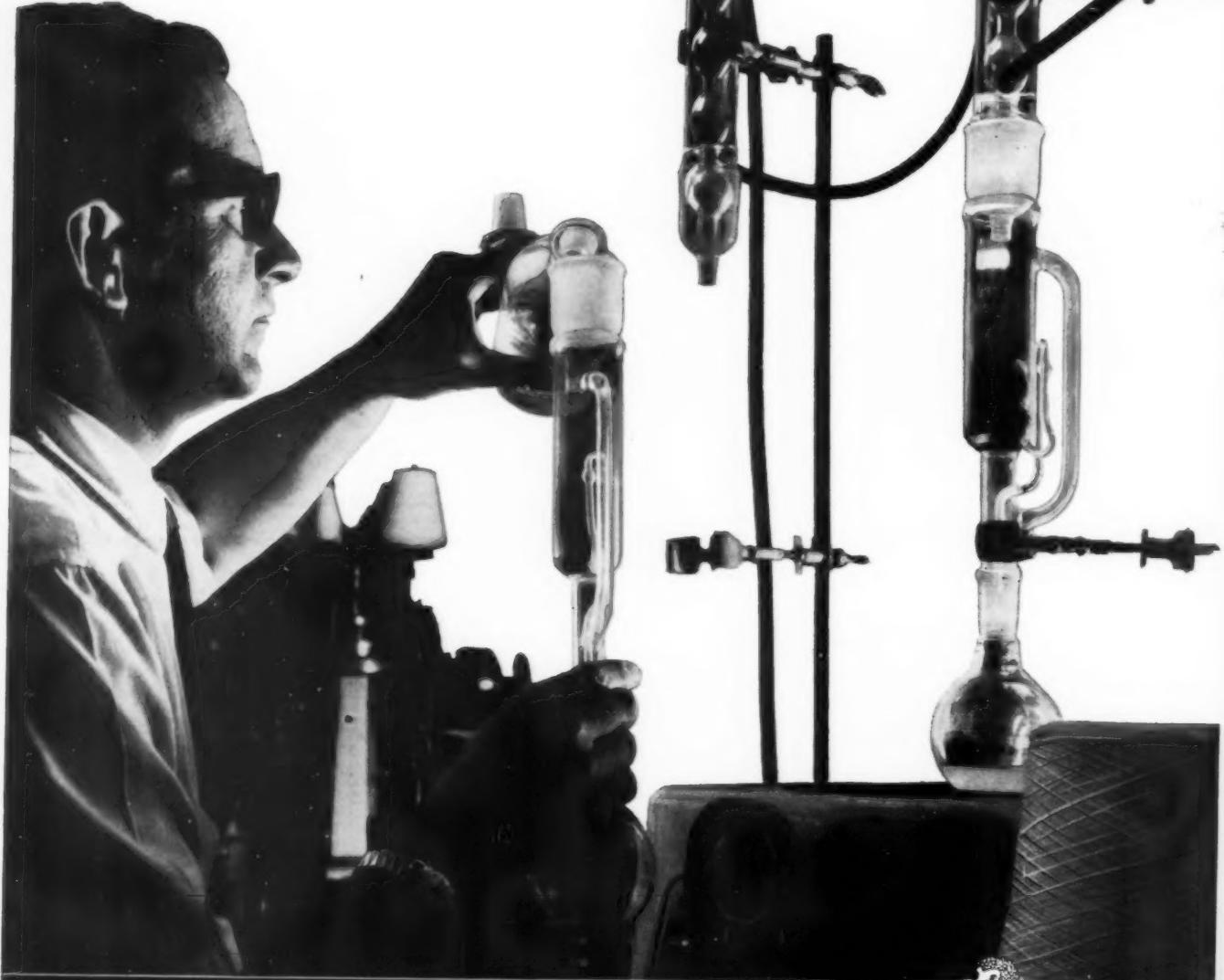
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D. F. Swain Co., Chicago, Ill.

two inches to give double strength. A number of styles were of the chanel type without buttons but when buttons were used they were chosen for novel effects. On the waist length jacket with short kimono sleeves, five pearl buttons, each about an inch and one-half in diameter, added an abbreviated look.

Jacquards worked into oriental patterns in two and three colors were used extensively in the sweater line, but one hip length cardigan knit in double pique had long sleeves and two inset pockets, and was decorated with an all-over print in two colors on pink and also blue, closely matching the floral prints used on the dresses. For this jacket, contrasting piping was used for trim.

The knitted pleated skirt was offered in the full range of the new colors plus white. These had a wide elastic insert in the waistband and the pleats consisted of one inch panels set off on either side by quarter-inch vertical strips of contrasting stitching that firmly set the pleats.

Orlon Sayelle was used for a set of four bulky styles consisting of a three-quarter sleeve and



Bikinis are scaled down to the smallest sizes as evidenced by this coordinated outfit from Switzerland.

a sleeveless jacket, also a chanel type coat sweater and a boxy waist length pullover. Two color patterns were used, one made up in stripes extending horizontally in two and one-half inch bands of pink separated by one inch of white and followed by a two and one-half inch stripe of apricot.

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Swimwear—knit or woven, textured or elasticized—in wool, cotton, or blends of nylon, Orlon, Arnel, etc., takes on enhanced appeal when yarn-dyed by Globe. Let Globe, Master Dyers for almost a century, provide your swimwear line with a distinctiveness of brilliance and beauty all its own.

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Swim Suit Ideas**Novelty Details Found On Diversified Swimwear Styles**

Ruffles, stripes gathers and patterned fabric juxtaposed with plain dress up latest swim suit designs.

Left to right: gathers outline neck, back and hip band on a classic quarter panel sheath.

Demure sleeves and scoop neck are of plaid fabric to contrast with the solid color of the suit.

A classic tank top suit has stripes of varying width along its sheath skirt.

On a classic quarter panel sheath, a crossover V-neck in contrasting color extends to wide, spaced shoulder straps.

Lower figure: Two layers of ruffles add a youthful note to a standard bikini.



A
bikini
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Clock
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From spinning
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Swim Suit Ideas**Ruffles And Lace Accent Sleeved Sheaths, Riviera Bikinis**

A row of lace turns a sleeved sheath into something quite saucy and makes a French bikini even more so. On these suits, eyelet, ruffles and lace all add a very feminine touch.

Clockwise: A narrow row of lace edges split bra and trunks on a typical French bikini.

Giving the covered up look is a sheath with square neck and short sleeves both trimmed with a row of lace.

Tiers of ruffles make a two-piece plaid suit even more feminine.

Scoop neck and back of a short sleeve sheath are edged with lacy ruching.

Embroidered eyelet forms the straps and edges both neck and backline on this classic sheath.





GLEN RAVEN'S SUPER SPUN (A Heavyweight With A Delicate Touch)

Glen Super Spun is a bulk yarn made by Glen Raven's special process of DU PONT'S ORLON* and results in a superior bulk yarn for fine gauge knitting. It is particularly recommended for sweater manufacturers who want a softer product.

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RUSSELL GANT CO., Burlington, N.C. (for South)

*DuPont's Acrylic Fiber

Mill News**Noel Drury Appointed To Cone Boston Office**

Noel Drury has been appointed head of Cone Mills, Inc.'s Boston office. He succeeds Frank L. McDonald.

Mr. Drury joined Cone in June 1953. He covered the New England territory as sales representative and assistant to Mr. McDonald. Prior to his affiliation with Cone, he was with Bartlett - Coppinger - Maloon Company, Boston.

Lebanon Knitting Buys Saco-Lowell Equipment

PAWTUCKET, R. I.—Lebanon Knitting Mill, Inc., has purchased new Saco-Lowell spinning and roving equipment for its worsted plant here. The company has ordered six Saco-Lowell worsted spinning frames and one Saco-Lowell roving frame.

Shayne-Levy Exclusive Sales Agent For Jay-Lee

Shayne-Levy Associates, Inc., announced that they are the ex-

clusive selling agents for Jay-Lee Sportswear Co., Inc.

Jay-Lee manufactures swim trunks, walking shorts and cabana sets for men and boys.

Football Star Joins Jantzen Sports Club

PORTLAND, Ore. — Jantzen, Inc. has named Paul Hornung, star halfback of the Green Bay Packers, to its International Sports Club. The promotion club already includes such famous sports world names as footballer Frank Gifford of the New York Giants, basketballer Bob Cousy of the Boston Celtics, skier Warren Miller and golfer Ken Venturi.

Mr. Hornung will appear in ads for the 1962 summerwear line and will make department store appearances.

Kemfast Textiles Moves To 1384 Broadway

Kemfast Textiles, Inc., selling agent for Central Yarn and Dyeing Company, has moved to the eighth floor of 1384 Broadway from 1410 Broadway. Their new telephone number is Wisconsin 7-1680-1681.



JAY-LEE SPORTSWEAR CO., INC.

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TO THE WHOLESALE TRADE NOW READY

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HIGH FASHION STYLES

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Patterns — Lastex® & Knits

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TRUNKS — Square Legs, Briefs
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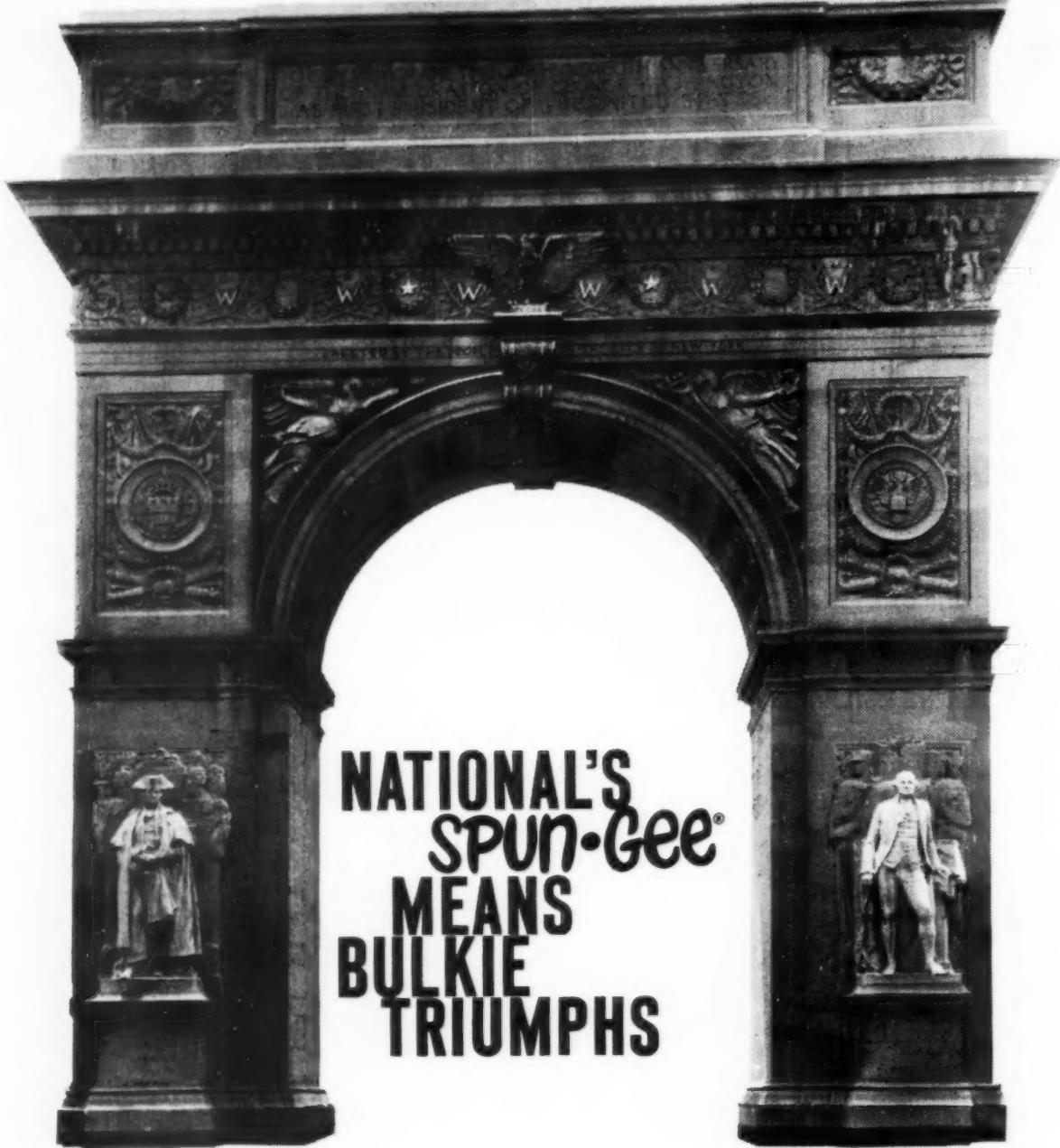
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Stickley Named Agent

CHARLOTTE, N. C.—John L. Stickley & Company has been appointed exclusive sales representatives for Elmvale Worsted Company, Inc., Laurens, S. C., spinners of medium count worsted and worsted and mohair blend yarns, natural and top dyed.

Financial**American Viscose Sales And Earnings Decline**

PHILADELPHIA, Pa.—Net earnings of American Viscose Corporation, including dividends from the company's investment in the capital stock of Monsanto Chemical Company, amounted to \$1.5 million or \$.32 per share for the second quarter, and \$3.3 million or \$.71 per share for the first half of 1961, the company has announced.

These earnings compare with last year's net income from operations of \$.36 per share for the second quarter of 1960 and \$.77 per share for the first six months. Sales for the first half of this year were \$101.2 million—six per cent lower than in the corresponding period of 1960.

A commercial plant to produce Avicel, the company's new non-caloric food ingredient; a modified rayon fiber trademarked Avril which will reach the retail market in the spring, 1962; a continuing progress of Avistrap cord strapping; steadily increasing shipments of cellophane; and the start-up of a new 100-million pound per year polypropylene plant by AviSun Corporation—a company owned jointly by American Viscose and Sun Oil Corporation—were cited by the report as encouraging.

Celanese's Net Income Down Slightly From '60

Celanese Corporation of America reported net income \$5,061,149 equal to 52 cents a share of common stock, for the three months ended June 30, 1961. This compares with 1961 first-quarter earnings of \$3,560,290, equal to 32 cents a common share, and earnings during the 1960 second quarter of \$5,206,562, equal to 55 cents a share.

For the first six months of 1961, the Corporation's net income amounted to \$8,621,439.

(Continued on Page 42)

ALVIN KNITTING MILLS

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MEN'S BOYS' & JUVENILES' KNIT SWIMTRUNKS

HELENCA KNIT FABRICS
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for cuffs, collars, bottoms and trimming items of all descriptions. Available in Bleach, Direct, Sulphur, Vat and Napthal colors.

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for fine jersey fabrics, bathing suit fabrics, outerwear fabrics of all types. Available in Bleach, Direct, Sulphur, Vat and Napthal colors.

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8/1 to 18/1 specially designed for laminated fabrics, washfast and sunfast colors. Dyed to your colors in Direct, Developed Sulphur and Vat colors. Washfast with a 20-40 Hour Fade-O-Meter Test on all colors, when required.

Trim Yarns, Pedigree and Laminating Yarns are spun of the same exceptionally fine cotton — slow carded and spun in our plant. The latest type of spinning frames in the industry produce yarns in demand by the most discriminating knitters. Yarns are dyed in our plant by skilled technicians on the finest stainless steel equipment with electronic filters.

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FOR MEN AND BOYS

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of the popular
SURFERS - DECK PANTS
for the wholesale trade

A FULL RANGE OF SURFERS:

Calf Length, Thigh Length,
Short Length
Short, Short Length

Also, a complete line of WALK SHORTS

**BEFORE YOU STOP LOOKING —
SEE OUR ORIGINAL 1961 STYLES!**

HENDEL MFG. CO. INC.

New London, Conn.

Gibson 3-4353

New York Sales Agent:

BERNSTEIN & DRESCHER
1270 Broadway

Los Angeles:

1244 So. Grand Ave.

Sales for the first six months this year amounted to \$133,515,997 as compared with sales of \$137,453,943 during the same period of 1960. Sales during the second quarter this year totaled \$71,481,965. This compares with 1961 first-quarter sales of \$62,034,032 and sales during the second quarter last year of \$70,741,920.

increased to \$18,686,000, 47 per cent greater than the same quarter in 1960.

RMR Declares Dividends

The board of directors of Rose Marie Reid, manufacturers of women's swimwear, declared regular quarterly dividends of 15 cents per share on the common stock and 12½ cents a share on the five per cent cumulative convertible preferred stock, both payable August 23 to shareholders of record August 9.

Munsingwear Sales Up

MINNEAPOLIS, Minn. — Munsingwear, Inc., reported net sales of \$21,126,31 for the first six months of 1961, an increase of 2.8 per cent over a year ago. Earnings of \$516,828 or 63 cents a share were down from the \$712,166 or 89 cents a share for the first half of 1960.

Dividend Is Declared

Collins & Aikman has declared a quarterly dividend of 30 cents per share on the company's common stock payable September 1 to stockholders of record August 15, 1961.



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Knitwear Abroad**Wide Swing To Synthetics In Scotland**

GLASGOW, Scotland (Via Scottish Amalgamated Trade News Agency) — The relative support for man made and natural fibers in the Scottish knitwear industry at the present time shows a very considerable swing to the former, although there are a great many firms which are still as strongly "wool-minded" as in the past.

But there can be no question of the inroads made into this wool stronghold by the synthetics. Some of the largest concerns in the Scottish trade are currently working up to fifty per cent on man-made fibers which is a very considerable shift from the original position.

The yarns which are currently in favor include brushed Acrilan, brushed Orlon, and brushed Courtelle as well as unbrushed variations of these and other Acrylic fibers.

Nylon would undoubtedly take a considerable share of the current business were it available but manufacturers indicate that efforts to find nylon yarns have been largely unsuccessful. This would seem to be an instance of too-successful exploitation in that publicity and selling have created a demand greater than can be met from current production. Bri-nylon is being sought by a number of firms without success, not only from the main source but through secondary sources, which indicates that even the larger knitting concerns have no supplies which can be redistributed to the smaller units.

It is a fairly safe assumption that this rising interest in man-made fibers has been encouraged by the promotional work undertaken for them over the past few years. The economics of their use may vary according to the size and resources of the concern involved, but even with rising wool prices as a subsidiary factor, synthetics remain rather more costly, which suggests that acceptance is due to factors other than pure economy. The after-care aspects undoubtedly influence use to a considerable extent, more especially in view

of the wide publicity which has been given to that aspect.

Mohair is being used for high fashion knitwear and is proving a most acceptable fiber, either in 100 per cent matted knits to stimulate tweeds or in combination with wool to give a brushed wool/mohair garment of excellent handle and appearance.

Assessment of forward buying would indicate that the ratio of fine knits to heavy knits is running at three to one. This may well be a question of buyer-playing-safe rather than a true reflection of consumer demand but it is at least an indication of the relative demands. In the fine knits, the classic look is being maintained by most of the makers.

Lamb's wool is competing in this field with the synthetics and has still a considerable hold, although a fairly wide variety of blends has been adopted. It is in the heavy knit casuals that the man-made fibers seem to be making the most impact. The brushed styles lend themselves to teen age and casual wear with maximum emphasis on collars which are heavy, and in many cases dominant to the exclusion of other decoration. Some firms are actually producing "beatnik" styles which have done well in Acrilan, the emphasis here being on length, brushed appearance and darker shades. Some "spotted dog" and "leopard" fabrics have been evolved for this trade and are moving quite well within the limited scope which they offer. These styles are aimed at the 14-17 age group, and again feature collars to the exclusion of other features.

Equipment Firms**Roy Bennett Shifted By Scott & Williams**

LACONIA, N. H.—Roy W. Bennett has been transferred to Scott & Williams, Inc. sales division, New York City.

He has been with the firm more than 20 years, in the engineering department and as assistant sales manager and later sales manager in Reading and Camden.

Tarn Suppliers**Beck-Kleiman Moves**

Beck-Kleiman Corp., representing the American Thread

(Continued on Page 44)

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FIRST with SCOTT Apparel FOAM Eleganté—Eleganté with SCOTT Apparel FOAM bonded to it, creating new horizons for outerwear manufacturers

Allen Knitting Mills produced the first 100% Acrilan Jersey. Manufacturers asked for more . . . and more. Allen turned out, not only more—but entire new concepts in ACRILAN Jersey listed above.

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Minn & Wisc. Rep.: Roger F. Merrill, Upper Midwest Bldg., Minneapolis, Minn.
Illinois Rep.: Lewis S. Margolis—Herbert Hertzberg, 222 West Adams Street, Chicago, Ill.

Co., Camden Yarns, Inc., and Oscar Heineman Corp., has moved its offices to new and larger quarters. They are now located at 101 West 31st Street, New York City.

Trade Education

Merrow Co. Officials At Sewing Course

PHILADELPHIA, Pa.—Representatives from the Philadelphia office of the Merrow Machine Company, Hartford, Conn., participated in the eighth anniversary celebration of the founding of a power sewing machine operator's course at Dobbins Technical High School, here.

Dobbins has graduated eight classes of machine operators each year, for absorption by the local knitting industry. This has averaged some 140 persons every year since 1953.

The school reports tremendous growth—not only in the acquisition of more machines but in student enrollment. Almost 50 per cent of the machines used by the school are products of the Merrow Company. From the outset, Merrow has cooperated with the school and followed its expansion with great interest.

Last week, as part of the anniversary ceremonies, Merrow presented two new modern machines to the school—a seamer and a hemmer.

A six-week course, classes are conducted five days a week from 8 a.m. to 2:30 p.m., throughout the entire year.

Described as an unusually unique, cooperative program, it is under the joint sponsorship of the Knitted Outerwear Manufacturers Association, the Knit Goods Union, Pennsylvania State Employment Service and the Philadelphia Board of Education.

Angelo J. Sabatini has been instructing the course since its inception. He formerly headed a custom tailoring school. Mr. Sabatini was recommended for the teaching post by Dr. Edward B. Shils, executive secretary of Pennsylvania District Association.

Representatives of union, management, State employment service and board of education were on hand for the anniversary celebration and formal

presentation of the Merrow machines.

Mr. Sabatini said that almost 90 per cent of the machines used for instruction at the school are the same late models which are used commercially throughout the industry. Other than the Merrow machines, instructions are given on the Singer hopper, zig-zag and "251" models; Union Special covering stitch machine; American blind stitch machine, and Southern Textile Model "P" Loopers.

Synthetics

Salsbury Heads Fiber Research At Cyanamid

Dr. Jason M. Salsbury has been appointed director of fibers research for the Fibers Division of American Cyanamid Company. He will supervise Cyanamid's research on fibers, centered in the company's research laboratories in Stamford, Conn.

Dr. Salsbury had been manager since early 1958 of the technical department at Cyanamid's acrylic fiber plant near Pensacola, Florida. He will succeed Richard Lindenfelser in the Stamford post. Mr. Lindenfelser was recently named technical director of Cyanamid's Wasco Products Department.

Richard J. Franz succeeds Dr. Salsbury as manager of the technical department at the Santa Rosa plant. Mr. Franz has been manager of the plant's engineering department.

National Spinning Raises Tex..tralized Nylon Prices

National Spinning Co. has increased the price for 70/2 Textralized nylon yarn to \$2.60 from \$2.55.

Other sizes are being raised in the same ratio. Company officials said the rise is due to increased manufacturing costs.

Textured Yarn Company Building Plant At Elkton

PHILADELPHIA, Pa.—Textured Yarn Company, Inc., has broken ground in Elkton, Md., for the production of textured continuous filament nylon yarns for carpeting and upholstery fabrics. The new facility will double the company's present capacity.

Under the brand name of Ty-cora, Textured Yarn Company (Continued on Next Page)

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d. stitch
Textile

makes continuous filament textured yarns of nylon, acrylic, polyester and other synthetic fibers for many end products, some of which are ladies' sweaters, dresses and blouses; men's hose; men's shirts, as well as yarns for carpeting and upholstery.

Other Textured Yarn Company plants are in Philadelphia and Puerto Rico.

AATCC

Fortress To Receive 1961 Olney Medal

Fred Fortress, manager of the dyeing and finishing laboratories, Celanese Fibers Company, Charlotte, N. C., has been selected to receive the 1961 Olney Medal of the American Association of Textile Chemists and Colorists.

The Olney Medal, awarded by the Association for outstanding scientific achievement in the field of textile chemistry, will be presented to Mr. Fortress at the AATCC National Convention at the Statler-Hilton Hotel in Buffalo, N. Y. on September 28, 1961.

Mr. Fortress is well known for his contributions in basic physical and organic chemistry to a wide variety of textile fiber and fabric processing problems. He contributed to the development of Arnel triacetate and pioneered in the adaptation of polysilicone chemicals to textile finishing. He has done significant work in applications research in fermentation and wood-pulping by-product utilization and in the development of yarn and fiber lubricants and anti-static agents. He holds 35 patents in his field. Mr. Fortress is author of numerous papers and has published original work on the mechanism of dyeing of hydrophobic fibers with disperse dyes and the mechanism of silicone finishing and effect on textile properties.

Gov't Procurement

U. S. Agency Will Open Bids For Wool Sweaters

PHILADELPHIA, Pa.—The Military Clothing and Textile Supply Agency will open bids August 16th at 2 p.m. under QM-86 for 171,440 men's dark

blue wool sweaters for the navy. Delivery schedule is 120-270 days after date awards are made for this procurement, which shall, as a rule, be awarded to small business firms.

Laminated Knits

Knit Foam Backs Growing In U. K.

LEICESTER, England—The newly formed laminated foam fabric industry here in Britain, still barely six months old, is already taking on certain characteristics which make it different from the United States counterpart. Although so much of the original information and even fabric which made the formation of the British industry possible came from North America, the situation today is that British knitters are following rather different lines of development.

Although there are definitely two schools of thought about the advantages of both types of lamination, it does look as if the adhesive method is at the moment gaining ground on the fusion technique. When a foam

is fused to a fabric a fair proportion of its thickness is melted in the process.

The British industry became aware of the potentials of foam-backed fabrics, or foambacks as they are called over here, about a year after they were on the mass market in North America. During this time better types of adhesives had become available. Thus it was as economic to use a thinner coating of polyester foam, the more expensive foam, with an adhesive as it was to use a thick layer of polyether foam. Companies setting about designing their own combining equipment could start on the assumption that suitable adhesives would be available for this method to be adopted. Even so, now the adhesive method is being used with both types of foam; the polyether gives a price advantage, the polyester gives better performance, according to reports.

As far as equipment is concerned, at the moment most British knitters and commission combiners, like their North American counterparts, have had to design their own. But

(Continued on Page 46)

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created expressly for Sweaters of
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Boucle effect particularly designed
for Sweaters of all types.

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now there are reports that arrangements are being made to import American and even European equipment. A machine of Dutch manufacture, described as being an ingenious fully automatic machine incorporating mechanisms and methods proved in semi-automatic units, is being promoted by a company called P. Fanghanel & Co., Ltd. A spokesman for this London machinery agent is reported to have said that a large American company is also making arrangements to inspect this unit. It is also said that the Dutch machine combines fusing and adhesive techniques.

Originit Shows Coating Fabrics

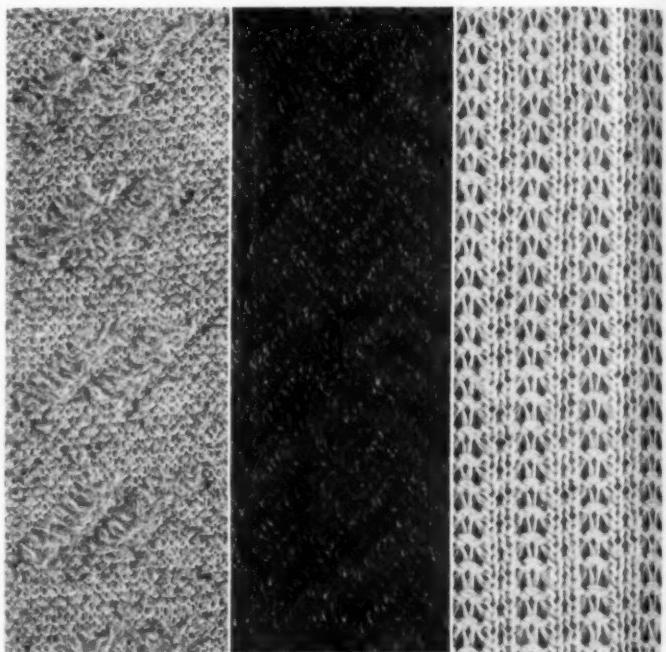
Solid color dimensionals and heathery tweeds are outstanding coating fabrics in Originits' fall laminates line. Dimensionals include a fine gauge petit point knitted of 100 per cent worsted, a medium gauge satin stitch, brushed mohair and 55/45 wool and cotton blends that contrast raised loops against a flat surface. One of these is in a nar-

row checkerboard effect; the other in short paired off diagonals. Colors for these include a soft, medium green and light, muted orange.

Blends of 60 per cent wool, 40 per cent cotton form the basis of a group of heather tweeds. Muted autumn shades in conjunction with a mottled black background are used in a raised herringbone and a broken, raised diagonal. These two novelty constructions also come in solid colors.

Striped fabrics include an Orlon and wool blend in a narrow, self-diagonal; a nylon and Chromspun fabric in which two colors combine with black and the Scandia group which is intended primarily for sportswear and ski wear. Here, both narrow and wide multi-colors are zig-zagged, and the brushed surface imparts a somewhat muted effect. The fabric is 20 per cent nylon and 80 per cent Chromspun.

Other patterns include a giant houndstooth check and two-color diagonal set against a crowfoot background in a raindrop effect. Both of these are



Laminated knits in the Originit line include novelties such as the three pictured here. Left to right: high loops on the diagonal contrasted with a flat background; a raised herringbone in heather shades and a novelty cotton bulky.

Orlon and wool blends.

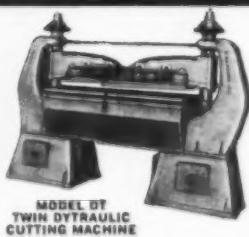
Staples of the line are rib and 80/20 Orlon and wool fine gauge jerseys.

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Patent Granted For Bonda-Knit Trademark

Register patent No. 3,186,601 has been granted to Abaco Fabrics, Inc., for the trademark Bonda Knit to identify their laminated knits, bonded to Scott Apparel Foam.

This trademark, issued by the U. S. Patent Office, will apply for textile fabrics in the piece, composed of cotton, wool, silk or synthetic fibers or combinations thereof, plain or bonded to any other fiber or fabric.

Bonda Knit is sold to the men's boys', women's and children's apparel trade.

Women's & Misses'

Crystal Highlights Belgian Jacquards

The contrast of a multi-color paisley or floral jacquard against solid, the new compatibility of cafe-au-lait and black, and the careful attention paid to detail are characteristics of David Crystal's 1961 fall line of European look double knits.

This extensive collection reflects both fitted and relaxed looks, sheath skirts and flares, and all sleeve lengths. Included are one- and two-piece dresses, three-piece ensembles and dress and coat costumes.

Belgium is the resource for the multi-color jacquard fabrics used primarily as blouses and trims to contrast against pieces in solid color. Three-piece ensembles and three-piece coat costumes have this detail. There is also a Belgian jacquard skirt and blouse ensemble with a solid coat.

The jacquard blouses may be cropped to just below waist length or extend to tunic length. Sleeves are usually short and necklines are rounded. Wing and round collars on many of the jackets are in jacquard to match the blouses.

One unusual three-piece style that undergoes several interpretations has a collared blouse that buttons down the front, slim skirt and collarless, buttonless jacket. This outfit comes in various combinations of patterned with plain fabrics.

Black is used with the new cafe-au-lait as a trim or as a coordinating piece. Black wool fringe trims the top of a two-piece cafe-au-lait dress. Black

braid edges many collars and cuffs and delineates borders. One two-piece dress in cafe-au-lait trimmed with black has a softly flared skirt and belted jacket.

Fine, white stripes on a gray background is a novelty fabric used on many numbers in the line. Outstanding is a three-piece ensemble which has a striped tunic blouse.

Details repeated throughout the line are asymmetric touches in the form of pockets; buttons or tabs; sleeve or waistline tabs, shiny brass buttons, crocheted buttons and belted backs on coats and jackets. Fringed or looped wool is used as edgings and details. The most unusual jacket has a notched edge with buttons placed between, alternating with the notches.

Portland Market Is Rife With Optimism

PORTLAND, Ore. — Knit pants of every description set a merry sales pace at the United Apparel Club's fall and back-to-school show here. Knit dresses, too, enjoyed a generous share of the spotlight.

The market, held at the Multnomah and Plaza hotels, was a three-day collaboration of the Rose City Apparel Association and the Portland Apparel Association.

Trend of the market for knitwear was generally optimistic. While buyers were playing it close in many instances, the situation seemed much brighter than at the women's markets of a season or two back.

The color picture presented by manufacturers is a livelier brighter one for the coming season. With some manufacturers at least this means a trend toward pastels. Representatives of the many knitwear lines at the show reported the new fashion colors got an excellent reception from buyers. Nearly all of these representatives cited magenta as the top selling color.

The more intense emerald hues of greens were popular. The new brighter blues and the pumpkin group, too, were sought. The dyed-to-match formula seems to be evolving gradually into a system of tone-on-tone combinations.

The season, like those immediately past, is notable mostly
(Continued on Page 48)

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Ask for
new Bulletin 256

Every maker of KNIT OUTERWEAR and SPORTSWEAR will want a copy of this new guide to finer finishing... better seam construction... and lower costs offered by Union Special. Styles of sewing machines to use, seam specifications, and production operations are described and illustrated for a wide variety of sweaters, swim suits, dresses, ladies' suits, and other knitwear. Union Special's line is complete—machines for every purpose! Ask for a copy of new Bulletin 256. See our nearest representative or write. UNION SPECIAL MACHINE COMPANY, 405 N. Franklin Street, Chicago 10, Illinois.

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for its absence of a definite trend in style or fabric. Some of the extremely long, shaggy fabrics of "kookie"-type interest are absent this season. Apparently they failed to arouse the hoped-for enthusiasm from the high school set.

Texture and bulk continue to carry over in interest, while fur blends so far seemingly have failed to regain the status which they lost through import competition.

Causing dismay in some quarters is the appearance of low-priced knit dresses and ensembles, which some representatives feel will have an adverse effect on the quality market and take away confidence and prestige from more expensive double knit garments. Some manufacturers previously associated with higher-priced lines have felt compelled to offer certain styles with price appeal to meet competitors' offerings.

Buyers choose greens, russets, all of the blue tones, reported George Koretz, of Colebrook Knitting Mills, who carries the Alex Coleman sportswear and dress lines. Koretz also noted



Left to right: Long sleeved jumper in a cross-over V-neck style with collar; three-quarter sleeve jumper with button-up collar set off by intarsia work, and long sleeve jumper with large ribbed collar. All are full-fashioned Botany wool and come in mint, pastel pink, turquoise, yellow, almond green, honeysuckle, blue, white and black.

that black is coming back quite strongly for both sweaters and skirts.

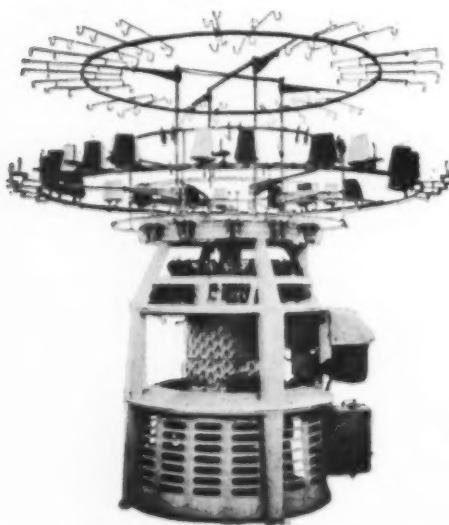
There is a definite trend toward more textured interest particularly fabrics in which a pattern is used to create a surface effect.

An example of many interesting variations in the new world of foam-lined fashion is a jewel neckline jacket with gold-colored metal buttons of wool jersey laminated to Curon.

Phil and Helen Codell, representing Edith Flagg dresses

and LeRoy Knitwear of Los Angeles, and coordinates from Copeland Skirts of California, found more interest in the brighter colors, including those which they describe as gay pastels.

(Continued on Next Page)



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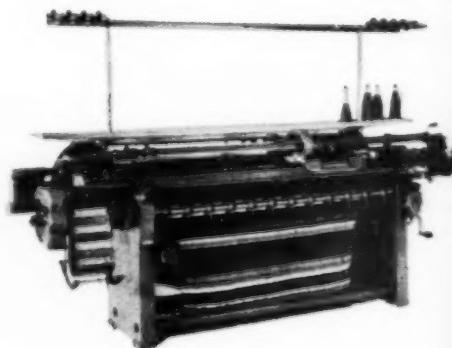
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tels. Magenta has been a good seller.

Noteworthy in the line was a jacket dress with the jacket and the skirt section of the dress in mohair and the bodice section in jersey. The mohair fabric has a very fluffy, textured look.

A wool knit Joseph's Coat, a loose cardigan jacket of many-colored vertical stripes with solid-color border was also outstanding. The line also included angora knits and imported double knits from Holland, Italy and England.

Travis Drum, veteran knitwear salesman, and his wife Rita represent Designers Knitting Mills, Ancelli Knitting Mills, Arlene Knitwear Co., Stockton Manufacturing Co. of Dallas and Donath of Boston. Their outstanding style was a pullover with a straight cut to the sides resting on the hipline with a slight break at the waistline. It comes in wild colors and combinations.

The Scandia-type design influences everything currently, both in wool and cotton, according to Mr. Drum. Brilliant colors are featured with this kind of motif.

Magenta, fuchsia and pumpkin were among the good colors. Mr. and Mrs. Drum said that two-tone contrast between sweater and skirt is becoming more prevalent, as for instance, pale blue with darker blue, or cerise with magenta.

A good reception has been given a pair of Jack Winter tops, displayed by Mildred and Wendell Waller—a collarless cardigan and boatneck pullover in a block pattern in colors to go with the high-fashion shades used for Jack Winter pants. Sections of the design are blocked off by black dividing areas. The material is a substantial-looking flat knit wool.

Another well-received top in this line is a wool jersey pullover—Fringe Binge—with a fringe of Orlon yarn around the neck. It has three-quarter sleeves and zips down the shoulder. Of rather straight cut and easy fit, it reaches just over the hip and is available in black, putty, vicuna, magenta, emerald and turquoise.

Mrs. Waller also showed a varied and most attractive array of knitted items in her Hansen Glove Corporation line, which

this year includes many hat and mitten sets, especially in bulky Orlon. A number of the styles display jaunty cable detailing. This year's Hansen collection also includes interesting knitted bags.

Flat knits were important in lines carried by Bob and Helen Montgomery, including junior dresses in the Sa-Bett of California line and misses dresses under the Marnie of California label, out of Los Angeles.

Styles include handsome double knits and wool jersey knits shown in blouson styling. One design contrasts a solid skirt with a diagonally striped top in related shades. Colors are gold, green, black, grey and toast.

Knit dresses, as might be expected, were important at this market. Somewhat more unusual perhaps, at a fall market, was the success scored by cotton knits.

R. J. Mannheimer had many fast-selling knit styles, particularly in cotton knit, in his Kay Windsor dress line. He found cotton knits at the moment "bigger than ever."

Both full-skirted styles and

sheaths are represented, and each type had its admirers. However, many buyers think there are "not enough sheaths."

The Mannheimers reported much enthusiasm this season for patterned fabrics, rather than solids. Many kinds of designs are liked—in knitwear, striped, plaid, florals, geometrics.

Doris Altfeld, representing Queen Knitting Mills, Regina sweaters and skirts, and Tobey Sportswear, stressed the current strong interest in patterns as compared to solids.

She noted that buyers are now making their selection with little regard to what will go with something else. Whether they already have enough solids in stock, or whether they are simply looking for additional items to be worn with what the retail customer already owns, is uncertain, he said.

"Choice Skins" Offered In Dynel Synthetic Furs

A zoo-full of fashion is being offered coat buyers in the newest collection of fake furs fashioned of Dynel. Mink, seal, otter, fox, lamb, leopard and

(Continued on Page 50)

G & G fashions fabrics for use in INFANTS', CHILDREN'S, LADIES' AND MEN'S GARMENTS

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you can show them off to best advantage with a one-time low cost advertisement in this special issue which will reach every specialty knit goods wholesaler and dry goods jobber in America (a bonus distribution of 2,000 is being provided at no additional cost).



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your ad in our special issue will reach more of your present and potential customers—at a time when they will be most responsive to your message—than in any other medium. Traditionally, this special issue is the "showcase" for new knitted fabric offerings.

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Knitted Outerwear Times

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MURRAY HILL 3-7520



SEPTEMBER 11th

*Opening of Swimwear
and T-Shirt lines
to the Wholesale Trade
and Swimwear and Knitted
Fabric Review*

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palomino are just a few of the animals whose skins have been imitated in Dynel.

A recent showing of the newest in Dynel included stoles, jackets and coats of all lengths for fall. Most unusual and elegant was a "ranch mink" with skins worked horizontally.

In addition to make-believe furs, bright coats in emerald, sapphire, red and gold were also shown.

Seventeen Predicts V-Neck Slipon Rage

Fluffy mohairs, Austrian type cardigans and V-neck pullovers are featured fall trends as forecast by Seventeen Magazine at a recent showing at the Waldorf-Astoria. These back-to-school fashions will be shown in the publication's August and September issues.

Other important trends to note are the flared skirt (flares ranging in scope from circular to bias cut, pleated to gored) low waist, and princess silhouette. Stretch pants and the "ookie" look will also be spotlighted for fall.

Within all these general trends, knitted components of a

girl's wardrobe will play a very large part.

Red and yellow emerge as the featured colors for fall although not to the exclusion of a vivid array of high shades, the "new" neutrals—navy and gray, pastels and black and white in combination.

V-neck pullovers, in rib or novelty stitches is Seventeen's featured trend in sweaters. Continental style—bare at the neck—will be the best way to wear the new styles, says this magazine.

Length is also important as girls are expected to prefer longer sweaters in stripes, novelty textures and off-beat colorations.

Fluffy mohairs will sport unusual collars, stripes and braid trims. Cardigans along Tyrolean lines will have a homespun or hand knit look.

Nannette Has Knitwear From Italy And Israel

Factories in Milan, Vienna and Tel Aviv knitting dresses for Nannette International give cause for the firm's name. Included in the new collection of knits are one and two piece dresses and three-piece ensembles.

Sizes range from 8-20 and prices from \$14.75 to \$89.75.

Constructions are basic flat knits and fancies. In the latter category, jacquards, tweeds and lacy stitch structures are to be found. For additional elegance, Lurex is added to the lacy outfits. Embroidered effects, rhinestones and sequin touches also add a new dimension to elegant knitwear for evening.

A Lurex-threaded lacy outfit is a highlight of the Austrian knits. It is a two-piece, collarless theatre suit lined in chiffon and trimmed with satin which also covers the buttons. Colors offered are light gray, coffee and black.

Of the Italian knits, a jacquard is highlighted. This three-piece ensemble includes a slim skirt, short sleeve overblouse and buttonless jacket with a novelty collar. Color combinations are beige and brown, red and charcoal, and black and white.

Heather and tweed effects mark a three-piece traveling suit from Israel. Muted, subtle heather is used for the slim skirt and four-button classic jacket with notched collar and cuffs. The cap sleeve overblouse and jacket collar are done in tweed.

Dior blue, a soft red, gold and black are color choices.

Nannette Cashmeres is another segment of this resource. Fur trimmed cashmeres are embellished with mink and fox. Especially unusual are scalloped mink collars.

Dyed - to - match cashmere sweater and flannel skirt outfits are offered. Most of these sets feature skirt fabric trim on the sweater. One beige cashmere is trimmed with a cut velvet from France. Here, the sweater sleeve has two horizontal inserts of the cut velvet and fabric. A scarf tie of the fabric has a knitted cashmere insert. The matching slim skirt is completely lined.

Tone-on-tone Schiffli embroidery decorates a cashmere sweater with scalloped sleeves and collar and also its matching imported flannel skirt. On the sweater, the embroidery is prominent, whereas on the skirt it is more spaced and random. Blue, beige and gray are the colors.

A multi-color French tapestry skirt teams with a black cashmere sweater which has the tapestry effect across the shoulders, down the sleeves and on the buttons.

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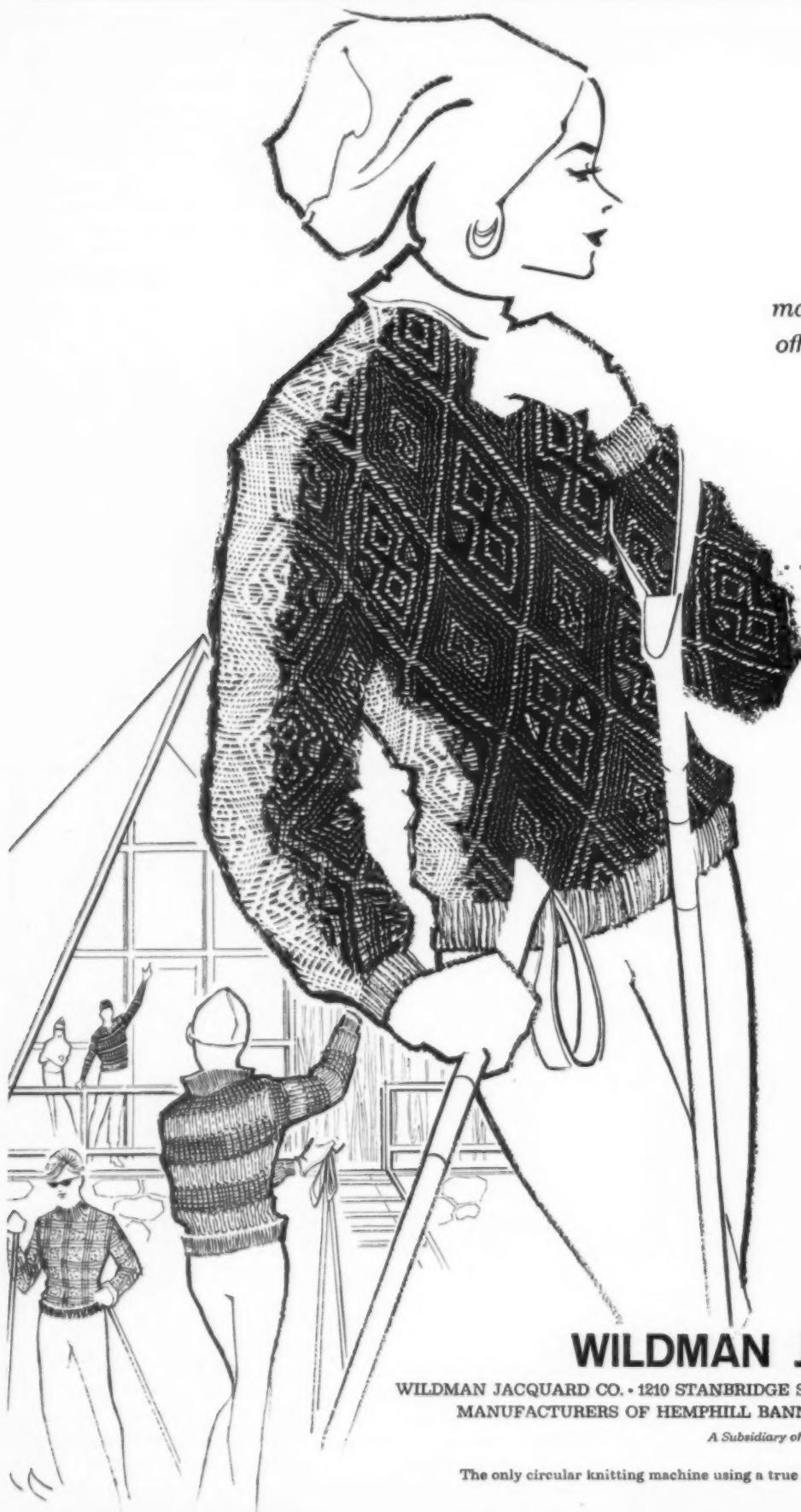
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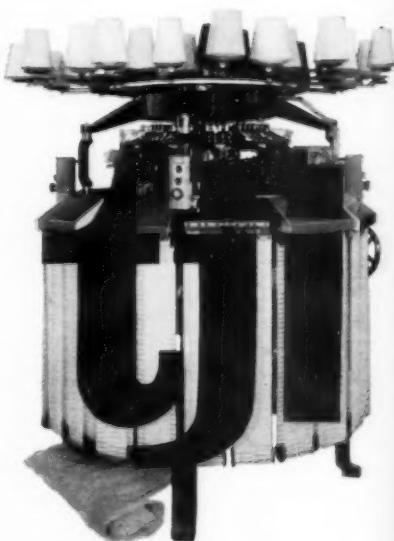
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A Subsidiary of Draper Corporation, Hopedale, Mass.

The only circular knitting machine using a true Jacquard patterning mechanism.

Tannel Offers High Style To Petites

The petite miss need no longer lament that she cannot find a knit to fit her. Knits by Tannel, a new firm established by Ginsburg & Abelson, Inc., are geared specifically to this size range although the line includes regular sizes also. All garments are designed by Neuma Agens and knitted by Guttman Knitwear.

This high style line is varied but underscoring each piece is the eased silhouette. This takes form in relaxed, lowered waistlines, eased necklines, vertical panels, gentle flares and loose, cropped jackets.

One and two piece dresses predominate but share the spotlight with three-piece ensembles and coat and dress costumes. Dress styles range from simple day-time models to a black wool knitted sheath with waist shaped V-backline outlined in sparkling beads.

Two-piece dresses incorporate all characteristics of the newly important relaxed look. Satin trim adds an elegant touch to the overblouse of one; a con-

trast color stripe with bow extending through a tab effects a belt on another. Two dresses styled to look like overblouse outfits are also within this segment. The top of one has a notched side outlined with piping; another, with three-quarter sleeves and collarless neckline, has five hand-crocheted buttons marking the top.

A bias cut skirt for subtle flaring comes on a one-piece dress with ribbed, turnover cowl collar and three-quarter sleeves, which are generally prominent throughout the line. The waist is tied with a knitted cord belt.

Soft gathers emanating from a lowered waistline mark a simply tailored but elegant number. A sash tied around the lowered waistline of a flared sheath skirt imparts a look of ease. It is blocked off at the sides by vertical panels with which are extensions of the flare skirt.

A basic silhouette for both surface textured solids and two-color jacquards in a woven tapestry design is a three-quarter sleeve, boatneck, flare skirted dress. Another three-quarter sleeve textured knit is collarless and has brass buttons

detailing the front.

Two jacketed dresses are spotlighted. One, a square neck and back sheath, is coordinated with a collarless, cropped jacket; the other, with scoop neck and back, has a cutaway jacket.

Three-piece ensembles combine solid with a subdued plaid and include two-color tweed effects in double knit. Contrast color trims are used extensively here.

In addition to the black wool dress with deeply etched back previously mentioned, other evening knits are characterized by iridescent effects and gold trims.

Minneapolis Market Has Spotty Sales

MINNEAPOLIS, Minn. — Sales of knitted outerwear at the July fashion week sponsored by the Northwest Salesmen's Association at the Radisson and Dyckman hotels July 23-27 were spotty. Salesmen for some houses who had covered the territory pretty well and whose holiday lines were not ready said that their business was confined largely to fill-ins. Other

exhibitors who had new numbers to show said that they had had a good market.

Attendance at the market reportedly was not as heavy as was expected, and some exhibitors felt that there was too great a spread between the early May market, when many merchants anticipated fall needs, and this late July show.

Jerry Ross, Aileen Knitwear, said that his volume was a little stronger than a year ago at this time, but sales were confined mostly to fill-ins, since he had few new offerings to show. His best sellers were double flat Orlon knit separates. The skirts retail at \$7.95 and likewise the tops. Navy was the best moving color.

Myer Badiner, Myer M. Badiner Knitwear Co., said that bulky sweaters, both wools and Orlons, were his best number. Retail prices ranged from \$5.95 to \$10.95, with such high shades as gold, blue, kelly green and dark green appealing most.

Martin Frank, Kaufman Knitting Co., said that 70 per cent of his sales had been in novelty Orlon bulkies and slippers in

(Continued on Page 54)

John L. Stickley & Co.

Announce with pleasure their appointment as
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ELMVALE WORSTED COMPANY, INC.

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Experienced spinners of medium count Worsted, and
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 (NATURAL AND COLORED)

YARNS SOLD THROUGH

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Shelly Meiman, President



such high shades as emerald, magenta, fuchsia, cognac and blue, which are blended to match skirts. Frank commented on the dearth of buyers at the show, but added that most of his accounts had done their fall buying previously.

Sherman Garon, Garon Knitting Mills, Duluth, Minn., pointed out that usually he does not show at the May market, but did this year so most of his customers had bought earlier. His pointer, a stocking cap that comes to a point, of heavy, double weight bulky knit, had been his best selling item. The cap retails at \$2.98.

Alvin Rutchick, Ed-Burt Corp., said that bulky slipovers in jacquard patterns, both wools and Orlons, retailing at from \$8.95 to \$12.95, got the nod of merchants in the firm's showroom. Solid color sweaters, also in Orlon and wool, in bulky knits at from \$8.95 to \$12.95, also moved well.

Jack Badiner, Badiner Knitting Co., said that bulky sweatshirts retailing at from \$5.95 to \$10.95 in the new fashion shades such as turquoise, rust, magenta and teal blue, appealed to buyers. White also was an especially good color. Flat knit sweaters of zephyr wool retailing at from \$5.95 to \$8.95 in the new fashion shades also were good sellers.

Factoring

Norman Vice President

Robert S. Norman has been appointed a vice president of

Commercial Factors Corporation.

Mr. Norman, with the corporation since 1952, was an assistant vice president and a client contact officer.

Sewing

Merrow 3-Thread Unit Described In Booklet

HARTFORD, Conn.—Merrow Style M-3DW Overseaming Machine for use on children's clothes, sweaters, girdles, bathing suits and sportswear is described in a new sheet issued by the Merrow Machine Co., here.

The machine is designed for medium weight garments but also has application on light work with multiple section inserts or where there is elastic or heavy sections to cross.

The machine's features include automatic lubrication, high speed operation, easy threading, wide opening cutters, and improved looper path to provide clearance around heavy sections.

Design of the machine permits easy conversion to two thread operation, hemming, cord or rubber inserting, small diameter cuffing and many other work saving arrangements.

Sewing Defect Checklist Developed For PEKOMA

PHILADELPHIA, Pa.—A checklist of possible causes for some of the problems encountered in power sewing has been prepared for members of the Knitted Outerwear Manufacturers Association, Pennsylvania District, by Angelo Sabatini, in (Continued on Next Page)

BUTTONS

A complete selection of
 sew-thru and shank buttons
 in plain and textured polyesters.

Also

Plastics, acrylics, metals and pearls.
 Perfect color matching.
 One day service.
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structor of a PEKOMA-sponsored course at Dobbins Technical High School.

The bulletin lists possible causes for such problems as upper thread breaks, lower thread breaks, skipping stitches, stitches looping and puckered seams.

Copies may be obtained from the office of Dr. Edward B. Shils, PEKOMA executive secretary.

J. Silverman Marketing Stacker After Testing

A new automatic stacker is now being manufactured by J. Silverman & Son, Brooklyn, after field tests in garment plants in the South.

The stacker is designed for the following operations: Hem button strip, serge fronts and pants, yokes, sleeve facing and goring and felling and elastic.

The stacker fits under the sewing machine stand, ties in with any cut-off knife and connects directly to sewing machine motor fuse box, according to the company.

Maintenance

Plant Vacuum Cleaners Offered By Singer

The new high power vacuum cleaners, designed especially for heavy duty industrial and commercial applications, are being manufactured by Singer Sewing Machine Company. The units

are identified as Model SA-36 and Model SA-9. The first has a 1½ hp motor, the second a ¾ hp motor.

The cleaners are of the upright tank-type, mounted on two rubber rear wheels and one front swivel caster. They pick up dust and embedded dirt from all surfaces or quickly convert to power blowing for cleaning otherwise inaccessible areas. With a wet pick-up adapter, liquid recovery operations may be performed.

A flexible accordion-type pick-up hose which reaches over 16 feet in any direction, comes with the units.

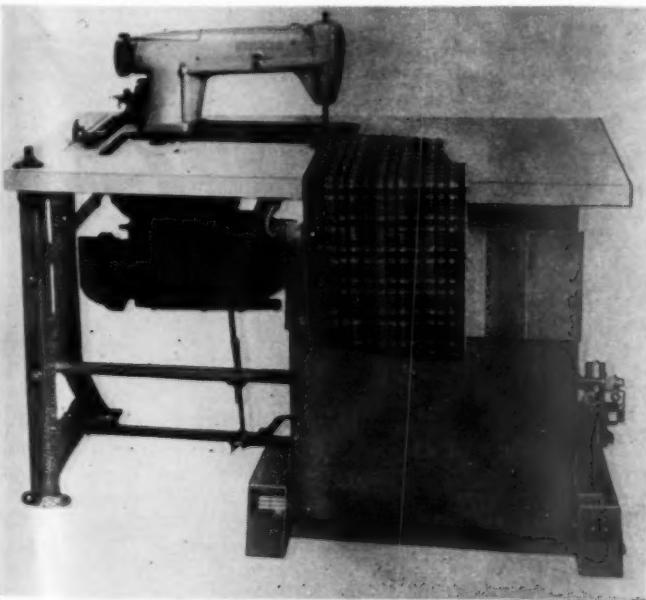
Finishes

New Delustering Finish Introduced By Fancourt

PHILADELPHIA, Pa. — Liq-Dull 63, a new textile finish said to give high degrees of delustering and flexibility, has been introduced by W. F. Fancourt Co., here.

The new finish gives an unusual leveling ability along with delustering and also gives flexible body with an even drape. It may be used on knit or woven fabrics, natural or synthetic fibers, bleached or dyed goods.

Liq-Dull 63 is compatible with all other Fancourt finishes, and when used with Nydull or Nydull LB, enables these finishes to penetrate the tightest folded goods.



J. Silverman & Son's new automatic stacker.

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of National Knitted Outerwear Association	
386 Park Ave. South, New York 16, N.Y.	
Please rush my FREE "Sweater Week" Promotion Kit.	
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DuPont, Woolknit to Push National Sweater Week

Tie-ins for National Sweater Week will be made by DuPont and Woolknit Associates, it was announced by Edward A. Brandwein, secretary, Knitted Outerwear Foundation, sponsors of the annual promotion.

DuPont ads on the front page of the Women's Wear Daily of Sept. 4, 11 and 18 will emphasize National Sweater Week, which takes place September 17-24. An ad on Orlon sweaters in the latter part of August also will preview the week.

Woolknit Associates will release 30 photographs of men's and women's and children's sweaters to a master press list and to editors of papers with

special color magazine sections to mark the Week.

The National Retail Merchants Association advised its 11,000 members that the merchandising kit was available from the Foundation.

"The kit strikes me as amazingly complete," William Burton, general manager of the NRMA, said. "Every store can find in it what it needs for a better sweater selling job."

Sarracino General Mgr. Of Metro - Atlantic, Inc.

CENTREDALE, R. I.—Henry Papini, executive vice president of Metro - Atlantic, Inc., announces the appointment of Gerald J. Sarracino as general manager of the company's southern division.

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Natural and man-made fibers

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This feminine interpretation of the classic sweater shirt with fashion collar and placket has narrow stripes in contrasting color along hem and collar. Ruegger & Co.

Wool

Wool Promotion Details Discussed In Australia

MELBOURNE, Australia—Details of a multi-million dollar program of wool promotion in the United States have been disclosed by the chairman of the International Wool Secretariat, Sir William Gunn. He recently returned from a meeting of the Co-ordinating Council of the International Wool Secretariat in New York City.

The Council comprises representatives of U. S. woolgrowers, the Boston and Philadelphia wool trades and the I.W.S.

Sir William also released further details of the wool fabric experimental finishing plant to be established in the U. S.

The American Council and the New York branch of the I.W.S. will embark on an intensive expanded program to increase wool consumption at all levels of the textile industry. It will continue its promotion and education efforts with mills and knitters and branch out to the cutter and retail levels in the areas of merchandising, sales promotion and sales training.

Educational work will include the distribution of information about wool, fabric instruction and demonstration of wool products, to schools, fraternal groups and community institutions.

New developments to be promoted include permanent creasing of men's and women's trou-

sers and slacks, permanent pleating of women's skirts, machine-washable and machine-dryable wool blankets and machine-washable and machine-dryable men's wool sweaters.

The organization recently announced a 20 per cent increase in the current budget for North America.

The experimental plant will be set up at the Lowell Technological Institute. Its purpose will be to accelerate developmental work on a wide range of new processes for producing easy care performance characteristics in all-wool fabrics and garments.

Ribbons

Al Spiegel Becomes Partner In Apex Ribbon

Al Spiegel will join Apex Ribbon Co., Inc., selling agents for Federal Silk Mills, ribbon manufacturers, as a partner and in the position of general manager. Mr. Spiegel has spent 22 years in this industry. He was formerly with Joe Burlock & Co. He will be associated with Arthur Hart, who will continue to service all customers.

Apex is in the process of enlarging their facilities which include a new, modern dye house in Reading, Pa., and a mill in Haverstraw, N. Y.

Packaging

American Viscose Names Sales Representatives

Phillips E. Patton has been appointed sales representative for American Viscose Corporation's film division. He will represent Avisco cellophane in New York City, Bronx, Westchester, and lower New York state.

Prior to his employment with American Viscose, Mr. Patton was an account executive for WERC Broadcasting Corp.

* * *

ATLANTA, Ga.—Kenneth B. Mitchell has been named sales representative for American Viscose Corporation's film division. He will represent Avisco cellophane in North and South Carolina.

Prior to joining American Viscose, he was industrial product field representative for Goodyear Tire and Rubber Co.

Mr. Mitchell replaces R. E. Weaver, who resigned recently.

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40-3 Sewing Thread . . .
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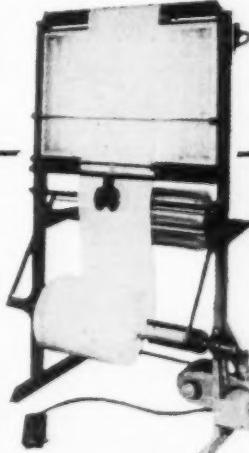
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Cloth inspecting is made easy, quick, and accurate with this UTICA machine. No matter what the imperfection — runs, bad needles, holes, drops, heavy ends — they can all be seen easily. LARGE LIGHT shines only under the cloth, eliminating glare from the sides. YARDAGE COUNTER measures roll length, length of runs, or bad needles. VARI-SPEED MOTOR DRIVE makes operating simple and handy. FOOT PEDAL starts and stops machine quickly and easily. SPREADERS are of individual or adjustable type. This UTICA Cloth Inspecting Machine is shipped assembled, ready for you to plug in and operate.



Write today for full information on how this machine can help you keep a close watch on quality.

*Used by manufacturers of underwear and tubular knitted fabrics who want to keep a close check on cloth quality.

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Builders of Textile Machines Since 1903

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- 1—Jacquard TAI, 12 cut, 12 stripers
- 1—Jacquard TAI, 13 cut, 12 stripers
- 2—Jacquard TA-12, 30", 10½ cut
- 1—Jacquard TA-12, 30", 11 cut
- 14—Lamb, Dubied, Grosser machines, 5-14 cut
- 2—Jacquard LH, 30", 7 cut
- 1—Universal 6 spindle backwinder

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- 2—Phila. Jacq. TJ Machs., 7 & 8 Cut, 28", 6 Feed
- 2—Phila. Jacq. TJ, 16" 7 Cut, 4 Feed, 4 Col Strip
- 6—Phila. Jacquard TAI Machs., 12, 13, 13½, 16½ Cut, 30", 12 Feed
- 4—Phila. Jacquard TA Machs., 10, 11, 12, 13 Cut, 30", 12 Feed
- 1—Philadelphia Jacquard MLW, 28", 11 Cut, 24 Feed, Wheels and Jacquards
- 1—O.G. Multi-Feed Jersey, 1x1 Rib, 8 Cut, 36 Feed, 32"
- 3—Leighton Machs., 22", 26", 28", 10 Cut, 6 Feed
- 2—Wildman PB2 Machs., 17", 18", 8 Cut
- 1—Univ. Supramat, 6 cut, 62", new style
- 2—Queens Model 8 mach., 60", 7 & 10 Cut
- 1—Dubied BAN Mach., 56", 12 Cut, Jacquards Front & Back
- 3—Dubied, Single & Double Lock, 22", 7 & 12 Cut, 22", 44", & 47", 4 Bar
- 4—Reiner Full Fashion machs., 21 gauge, like new
- 1—Singer Bac-tac
- 2—Stafford & Holt machs., 30", 32", 6 & 7 Cut, 6 & 12 Feed
- 1—60" Kastrinsky cal. machine
- 1—Dubied Doublehead border mach., 10 cut, chain rack
- 1—Queens Tandem Mach., 6 Cut, 50" heads
- 1—Backwinder, 2 spindles
- 5—Looping machines, model P, assorted points

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Advertising rates: \$5.50 per column inch per insertion. Positions Wanted: \$5.00 per column inch per insertion. Minimum space — 2 inches. Ads for Monday's paper must be in by preceding Wednesday, 2 P.M. Please enclose payment with your order.

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- 2—LHB Jacquards, L. & L., 6 feed, 4-cut, 30", motor drive, push button control.
- 1—TJ Jacquard transfer, 6 feed, 7-cut, 28", 4 color stripier.
- 1—Al Interlock body, 32 feed, 17-cut, 32", motor drive, push button control.

BOX 310Y

FOR SALE

- 2 — 3 cut Universal machines, 62".
- 2 — 4 cut Universal machines, 62".

RO-JAC KNITTING MILLS

171 Wilson Avenue Brooklyn 37, N. Y.
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FOR SALE

Modern circular knitting sweater mill currently producing with capacity 800/1000 dozen weekly, or will consider partnership (with moderate investment) for right individual with proper technical and business ability.

Replies will be held in confidence, if desired.

BOX 330J

MACHINERY FOR SALE

- 2—4 cut, 63", 4 needle rack, MKV bulky knit machines.
Practically new. Can be seen in operation.

BOX 330H

WANTED

Stoll KAMO-j machine, 10 or 12 cut.
Must be in perfect running condition.

BOX 335

SACRIFICE

- 2 — Davis and Ferber, 80", double acting nappers, self oiling.
- 1 — Mawaco, single blade, 70", shear.

Write BOX 333 or call WOrth 4-1957

WANTED TO BUY

- 1 — TJI, 14½ cut
- 1 — TJI, 7, 8 or 9 cut

Send complete information, price, etc., with first letter.

BOX 331

FOR SALE

Supreme M J body size machines 10" to 18", 22 cut. Excellent condition. Also 10, 12 and 14 cut rib machines.

BOX 311

YARNS WANTED, FOR SALE

YARNS BOUGHT AND SOLD

SAM SASKEN

1441 Broadway, New York 18, N. Y.

CH 4-8733

YARNS FOR SALE

1300 lbs.—2/11/62's, 90% wool, 10% mohair, Stephen yarn—"Our Pride," in the oil at Royal Yarn Dye Corp. 2/12/11, Brustein yarn, dyed on cones at Royal—203 lbs. pumpkin, 91 lbs. baltic blue, 240 lbs. emerald green.

BLUE BIRD KNITWEAR CO., INC.
ORegon 5-1100

WANTED

**COTTON, WOOL, WORSTED, SYNTHETIC and LOOP
YARNS**

HERMAN KASLOFF

868 N. Fourth St., Phila. 23, Pa.

MArket 7-0997

WE BUY AND SELL

Worsts — Synthetics — Blends
AT BEST PRICES!



EDFORD YARN CO.

MAin 2-1340
Brooklyn, N. Y.
79 Clifton Place

WILSON YARN CORP.

141 Wilson Ave., Brooklyn 37, N. Y. GL 6-9686

WE PAY
TOP PRICES
FOR
SURPLUS YARN

We Buy & Sell
WORSTED & SYNTHETIC
YARNS

H. BERMAN
We carry in stock
all colors and
all sizes for the
knitting trade!

Call us if you need short lots of yarn to fill special orders.

We have in stock, at all times, worsted, zephyr & Orion, in all colors and sizes, on cones, FOR IMMEDIATE DELIVERY

886 Flushing Ave.

**CENTURY
YARN CO.**

Brooklyn 6, N. Y.
EVergreen 8-8277

ENTIRE YARN INVENTORIES PURCHASED FOR CASH

FOR SALE ELASTIC YARN FOR KNITTING

• All Sizes and Colors



EDFORD YARN CO.

79 Clifton Place
Brooklyn, N. Y.
MAin 2-1340

CONTRACT WORK, CONTRACTORS WANTED

COMMISSION SPINNING WANTED

Modern, long established, well equipped, woolen spinning plant, located in New England, would accept additional customers to spin any size, any type of woolen spun yarn.

Write to BOX 330E

CONTRACT WORK WANTED

Knitting on Leighton or Wildman heavy or baby bulky for lamination. Very low priced.

Call EVergreen 7-4383

CONTRACTOR SEEKS ADDITIONAL WORK

on Leighton and Leighton transfer machines. Also Supreme for half cardigan or Jacquard on ladies' and children's sweaters.

BOX 334

CONTRACT WORK WANTED

Volume production of double-knit and jacquard cloth. Experienced in quality workmanship. Reasonable price.

BOX 310R

HELP WANTED

KNITTER, KNITTER-MECHANIC WANTED

Experienced on Jacquard Links & Links, type L. A. machines, also T.J.I. Interlocks. Must handle all set up and adjusting.

Knitter mechanic for full automatic flat links.

Good opportunity—permanent.

WESTWOOD KNITTING MILLS
2812 S. Grand Ave., Los Angeles 7, California

QUALITY MAN ON SHIRTS PRACTICAL EXPERIENCE

Knit shirt mfg. needs practical man to oversee quality. Fully integrated and well known company in pleasant mid-south city. Good opportunity for the right man.

BOX 322

KNITTER—MECHANIC & KNITTERS WANTED

Experienced on double knit circular jacquard
Steady work for all shifts with overtime.

Mill located in Metropolitan area.

Call Glenmore 6-9398 (N. Y.)

PRODUCTION MAN WANTED

to supervise mass production operation in boys' and men's sweaters. Must be willing to relocate.

BOX 337

MECHANIC WANTED

Experienced on PR and LH machines. Top salary plus profit sharing. Excellent opportunity and future. (Metropolitan area).

Call Murray Hill 8-8848 any evening or Write BOX 325

POSITIONS WANTED**TRIMMING SALESMAN AVAILABLE**

Thoroughly experienced in the knit goods trade — with excellent contacts among knitting mills and knit goods jobbers. Seeks challenging position with any type of firm in the industry. Can provide best references.

BOX 330

SWEATER FIXER AVAILABLE

25 years' experience on all types of full-fashioned machines. Thorough knowledge of flat and finishing machines. Presently employed, desires change.

BOX 338

PRODUCTION MAN AVAILABLE

Knitting room supervisor—yarn contractor. 20 years experience on ladies' sweaters and suits from yarn to finished garment.

BOX 330C

PRODUCTION-STYLING

Experienced sweater manufacturer, with creative ability, can take complete charge of plant or work with contractor for jobber.

BOX 330A

ORDER PICKER — HEAD

Ladies' sweaters, heavy experience in checking, inventory, order department, light typing. Presently employed. Desires change for steady job with future. Best references.

BOX 332

BUSINESS OPPORTUNITIES**WANTED**

Ladies' interlock mill.

Good sweater maker with low cost volume production.

BOX 339

REPRESENTATIVES, LINES WANTED**SWEATER LINES WANTED**

Two salesmen with 15 years experience, good following of chain stores, discount stores, department stores, and resident buying offices, have beautiful showroom at 1407 Broadway with heavy traffic looking for moderate and better priced line of bulkies, flat-knit Banlon, Orlon, all types of novelty sweaters.

Call Wisconsin 7-2790 or Write BOX 330D

SALES REPRESENTATIVE AVAILABLE

to represent ladies' outerwear mill. Fully experienced in selling all types of knitwear. Excellent sales contacts in knitwear trade as a result of 30 years experience in the field.

BOX 330F

SERVICES, SUPPLIES FOR SALE**RUBBER SURFACED FEED DOGS**

(for Sewing Machines)

CARBIDE SEWING MACHINE HOOKS**CARBIDE KNIVES****TEFLON FEET AND PLATES****PRODUCTION AIDS OF ALL TYPES****RUFWEL ENGINEERING SALES CO.**

Dept. E, 455 Rogers Avenue Brooklyn 25, N. Y.
INgersoll 9-1666

**SAM STARK specializing in
CREATIVE JACQUARD DESIGNS**

60 Clarkson Ave., Brooklyn 26, N. Y. IN 9-8554 Aft. 3 P.M.

**Pack The Modern Way With
POLYETHYLENE BAGS**

Bulky Knits—Flat Knits—Ban-Lon—Gloves
Polo Shirts—Hosiery—All types & G

LUCKY POLYETHYLENE MFG. CO.

454 Berry Street, Brooklyn 11, N. Y. EVergreen 8-5403

REAL ESTATE**FOR LEASE**

Ground floor, street level, fireproof building, 11,500 sq. ft. (or will divide to suit) located in Ridgewood near all transportation, labor plentiful. Perfect for knitters or dress manufacturers. Immediate occupancy.

For further information call:

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No quantity too large. Men's and women's sweaters, seconds, thirds, and those with holes.

WHAT HAVE YOU?**S.E.D. SALES, INC.**

**18 N. Miami Ave. Miami, Florida
FRanklin 1-8167 (Call Miami collect)**

CLOSE-OUTS WANTED**CLOSE-OUTS WANTED**

CASH PAID for surplus stocks of Sweaters and Bathing Suits.

BERNETTE TEXTILE COMPANY

101 W. 31 St., New York City BRyant 9-5526-7

\$\$ CASH PAID FOR CLOSEOUTS \$\$
SWEATERS — POLO SHIRTS — SPORTSWEAR

Men's, Boys'
Girls', Ladies'
CALL US FIRST!

ARNA KNITWEAR, INC.
1265 B'way, N. Y. 1, N. Y. OR 9-1677

COTTON KNIT FABRICS, CLOSEOUTS WTD.

Solids, stripes & fancies. Also Orions, Acrilans,
Fleeces, Metallics. Woven piece goods & remnants. **We pay cash.**

CHARMKNIT CORP.

82 Franklin St., New York City

WALKER 5-6828

**WHEN YOU
ADVERTISE IN
THE "MARKET
PLACE SECTION"**

**YOU'LL GET
BEST RESULTS
AND FAST ACTION**

**WHEN YOU
WANT TO BUY,
SELL OR
EXCHANGE**

*Yarns, Knitting Machinery
Mill Equipment, Supplies*

**—NEED
CONTRACTORS?**

**—WANT A JOB
OR NEED
ADDITIONAL HELP?**

TRADE WANTS

RATES: one insertion—35 cents per word. Words set completely in capitals—40 cents per word. Box numbers count as two words. Minimum cost of advertisement—\$5.50. Minimum cost of Positions Wanted advertisements—\$5.00. Trade Wants for Monday's paper must be in by preceding Wednesday 2 P.M. Please enclose payment with your order.

For sale: LH machines, 6 cut, 28" and 26". Also LA, 6 cut, 15". BOX 330K or OLYMPIA 7-2500.

Contract work wanted. Knitting only for all types interlock knit goods. For ladies', children's and men's shirts. BOX 330L.

Knitting Mill for sale. 17 cut, 30", Philip machine and complete finishing plant. Reasonable. BOX 330G

KNITTING FIXER - FOREMAN. Experienced full-fashioned sweater fixer with administrative abilities desires position with progressive company. BOX 336

Wanted. Flat links & Links double jacks machines—7 cut Rob. or Queens. BOX 330B

Knitter mechanic available. Thoroughly experienced. Can supervise help. BOX 331C

You're sure to get the results you want—by inserting an inexpensive ad in the Industry's Market Place Section of the "Times."

**To Place Your Ad:
Call Murray Hill 3-7519 or
Use This Handy Order Blank**

KNITTED OUTERWEAR TIMES
386 Park Avenue South, New York 16, N.Y.

Gentlemen:

Insert the ad written below in issues.
(Check one)

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Rates per insertion: 35c per word; 40c if set in capitals. Box number counts as 2 words. Minimum cost per adv. — \$5.50. Positions wanted — \$5.00.

DISPLAY AD

<input type="checkbox"/> 2" — \$11.00
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Please Enclose Payment With Order.
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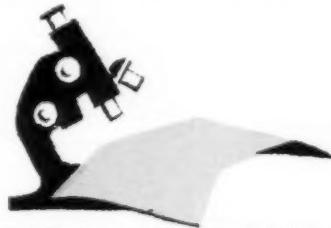
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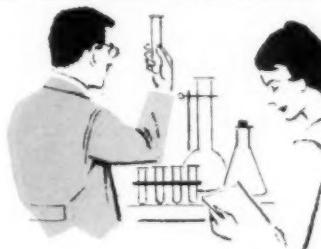
Ban-Lon[®] knitwear builds business

There is definitely a profit-plus story in "Ban-Lon" fabrics and fashions. It's the unusual combination of unequaled properties, all assured by the unique crimp in the "Textralized" yarn! Soft, luxurious hand/excellent stability/resistance to pilling and wrinkling/remarkable absorbency/sharp, bright colors/added bulk with less weight. Backing this product superiority is a far-reaching and diversified program of great benefit to you.



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For your protection, all fabrics and garments which carry the famous "Ban-Lon" trademark must pass rigid tests for quality and performance.



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Technical assistance from the Bancroft Company and its licensees is readily available to give advice in developing your "Ban-Lon" program.



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Trained marketing personnel regularly visit stores throughout the country to acquaint merchandise managers, buyers, and sales personnel with the unique advantages of "Ban-Lon" fabrics and fashions, as well as with information regarding the latest developments.



The test is in the touch

FOR YOUR PROTECTION—Fabrics and garments which carry these trademarks must pass rigid quality and performance tests.

For further information, contact your source of supply or write
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RAW FIBER
TO FINISHED
YARN**



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When you buy from Woonsocket you are buying the best! Whether it be cashmere, camels hair, angora, fur blends, mohair, lambs wool or other specialty yarn, Woonsocket begins with the world's finest fibers. Woonsocket processes them in its own mills, under highly scientific control until the yarn is delivered promptly to your factory. Thus you are assured of an adaptable resource, able to meet the constantly changing demands of men's and women's fashions.

Distributed by **AMICALE YARNS, INC.**, 511 Fifth Ave., New York 17, Murray Hill 2-1655 • A. M. Krasnoff, 1 Belmont Ave., Bala Cynwyd, Pa., Mohawk 4-6345 • Edgar Worth, 1511 W. Florence Ave., Inglewood, Calif., Oregon 8-4293 • Textile Yarn Co., 222 W. Adams St., Chicago 6, Ill., Dearborn 2-5230 • Spun by **WOONSOCKET SPINNING CO.**, 115 Ricard St., Woonsocket, Rhode Island, POpular 9-3100

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